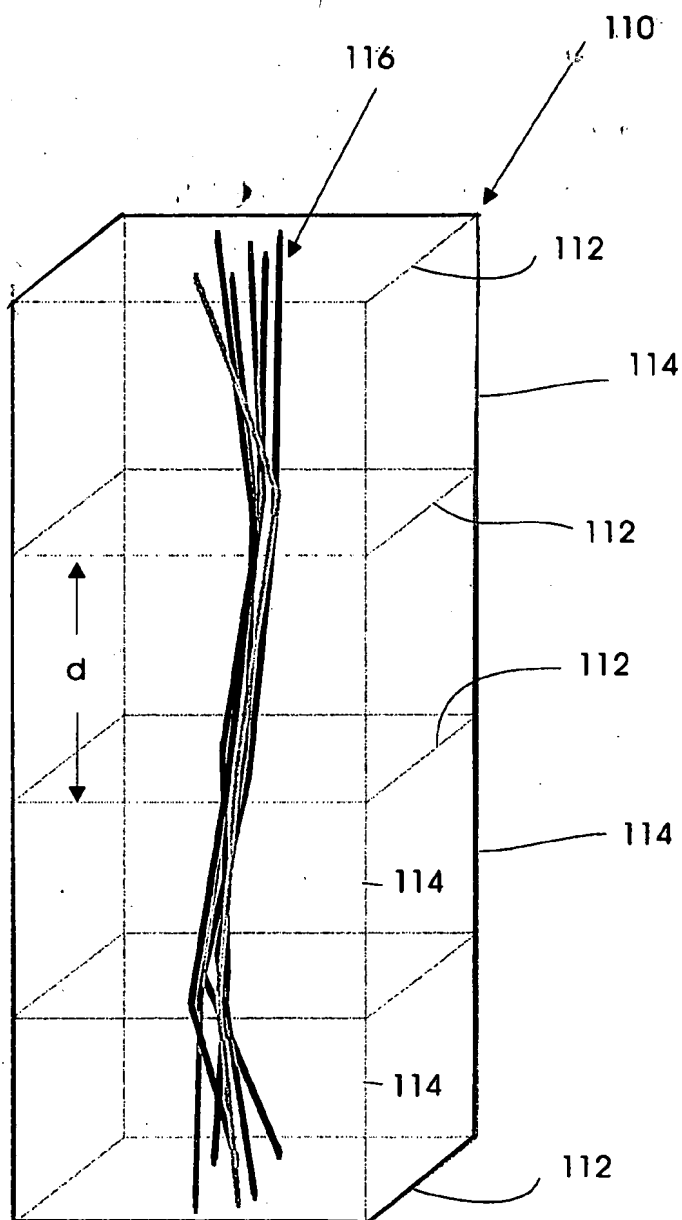




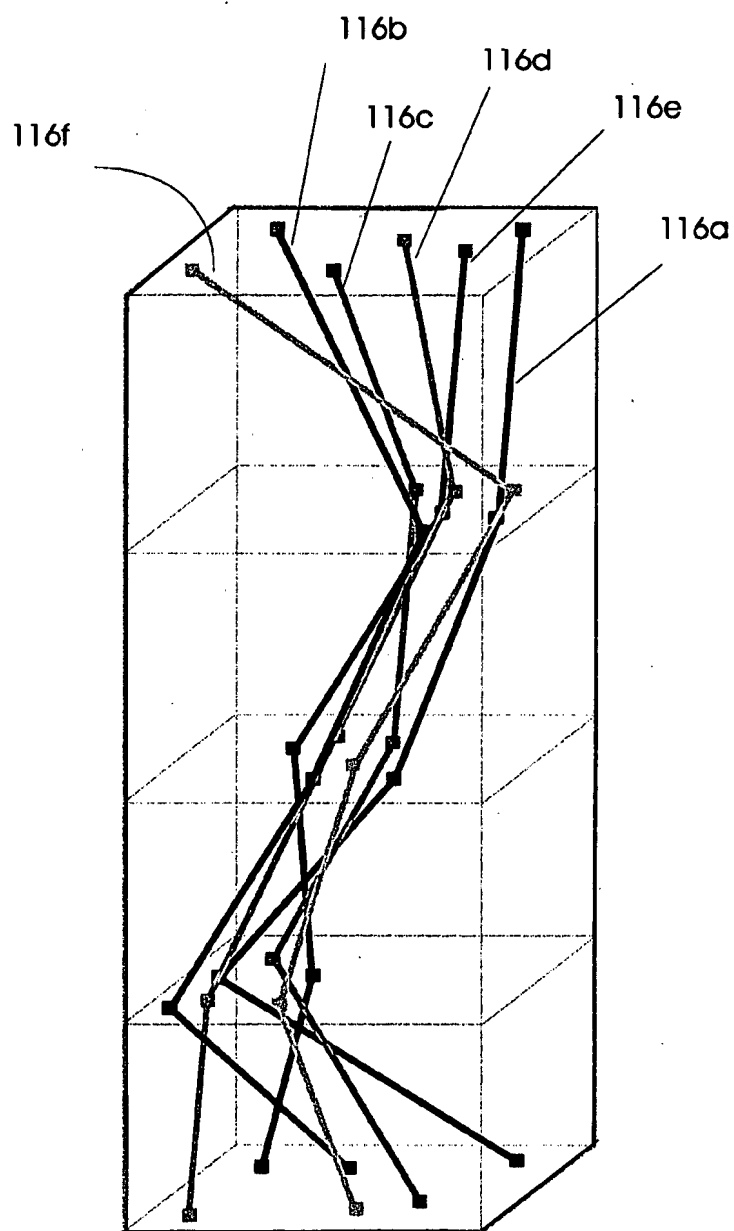
6750864

09/713 674R



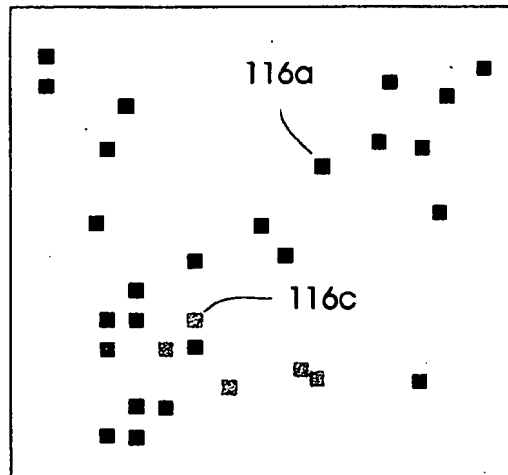
A

Figure 1



B

Figure 1



C

Figure 1



210

220

216

218

222

214

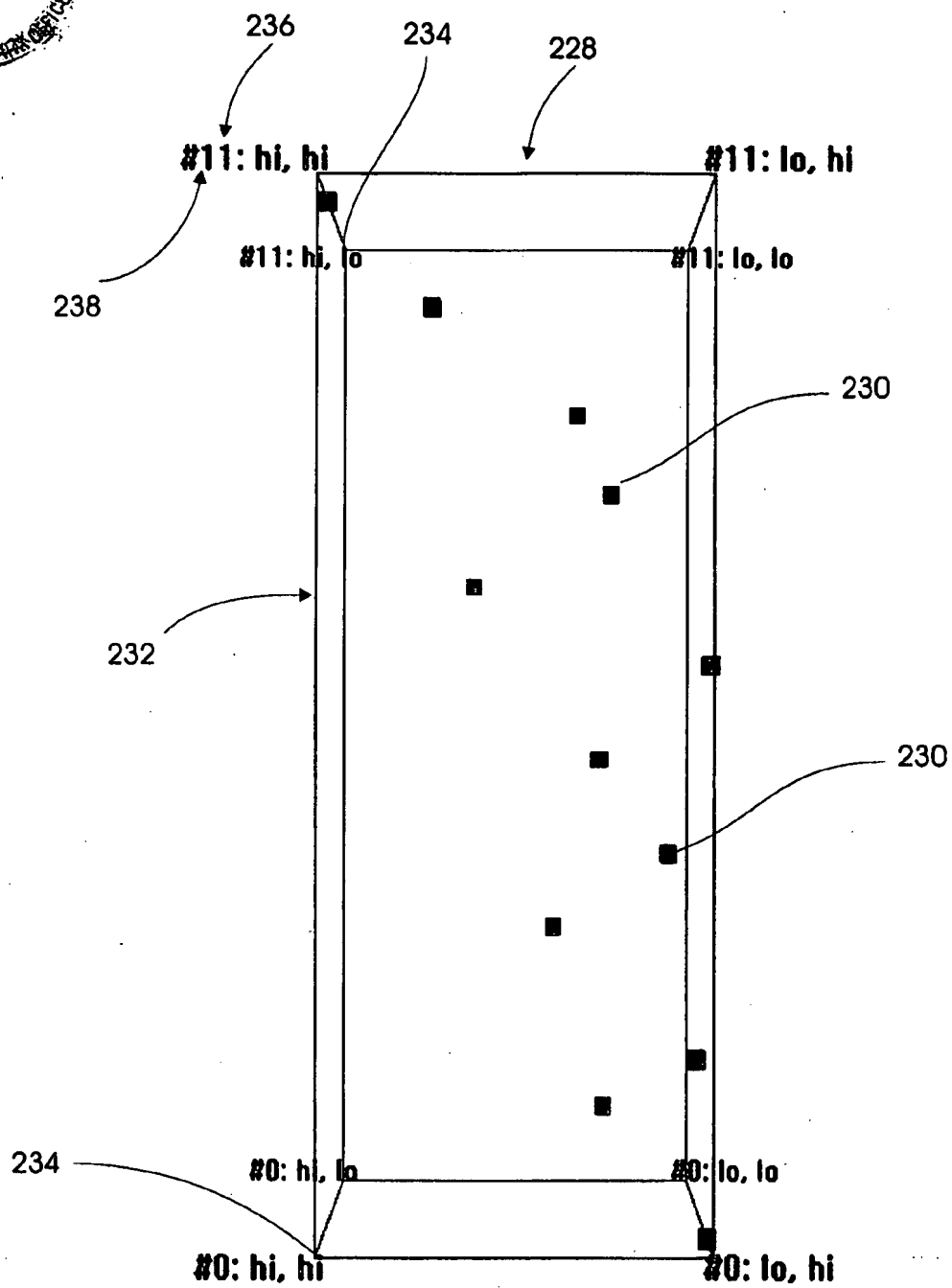
		USA			
		CA	OR	WA	
1997	Q1	1	5,377.00	6,809.00	9,342.00
		2	6,021.00	4,617.00	10,319.00
		3	5,492.00	7,761.00	10,453.00
	Q2	4	6,382.00	3,901.00	9,896.00
		5	5,607.00	6,107.00	9,367.00
		6	6,063.00	5,071.00	10,216.00
	Q3	7	5,403.00	7,720.00	10,640.00
		8	6,984.00	4,217.00	10,496.00
		9	5,983.00	5,003.00	9,402.00
	Q4	10	6,213.00	4,208.00	9,539.00
		11	7,268.00	5,705.00	12,297.00
		12	7,955.00	6,442.00	12,399.00

224

226

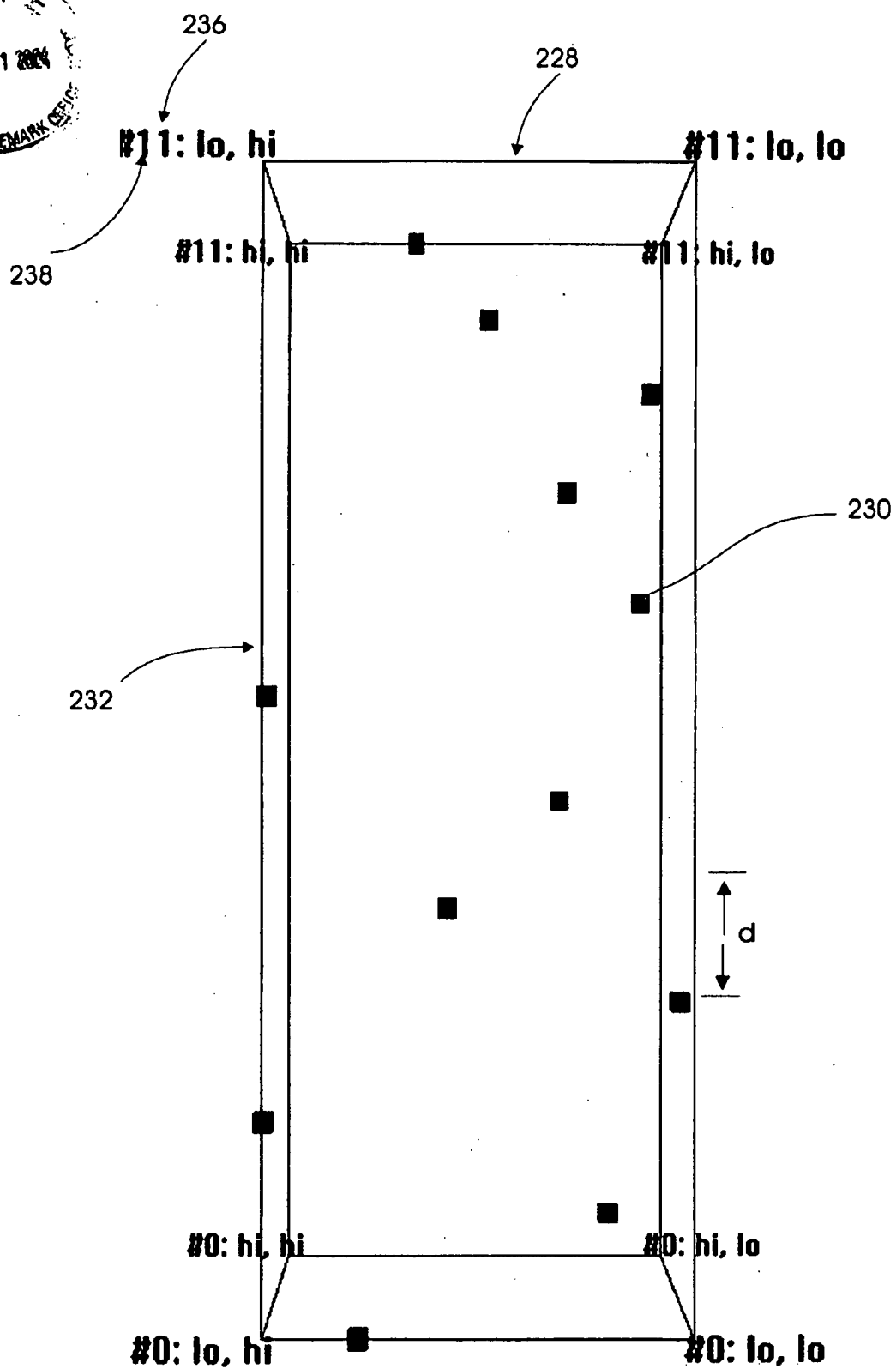
212

Figure 2A



B

Figure 2



C

Figure 2

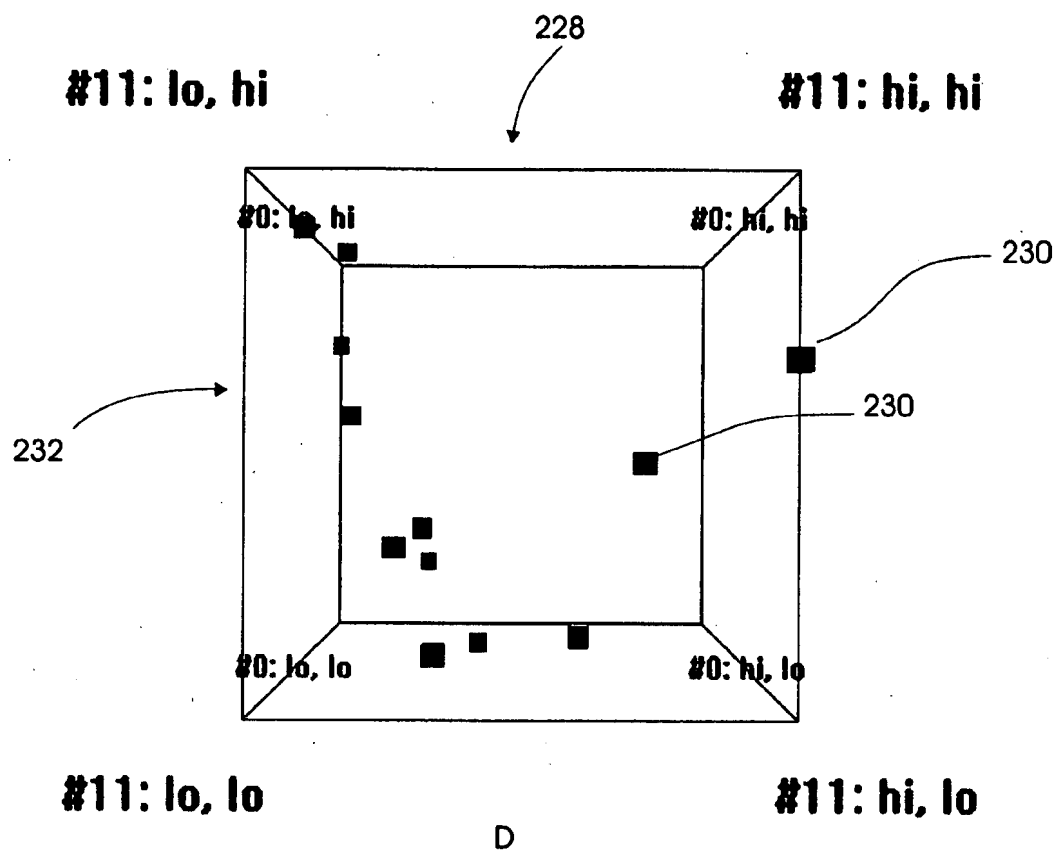


Figure 2

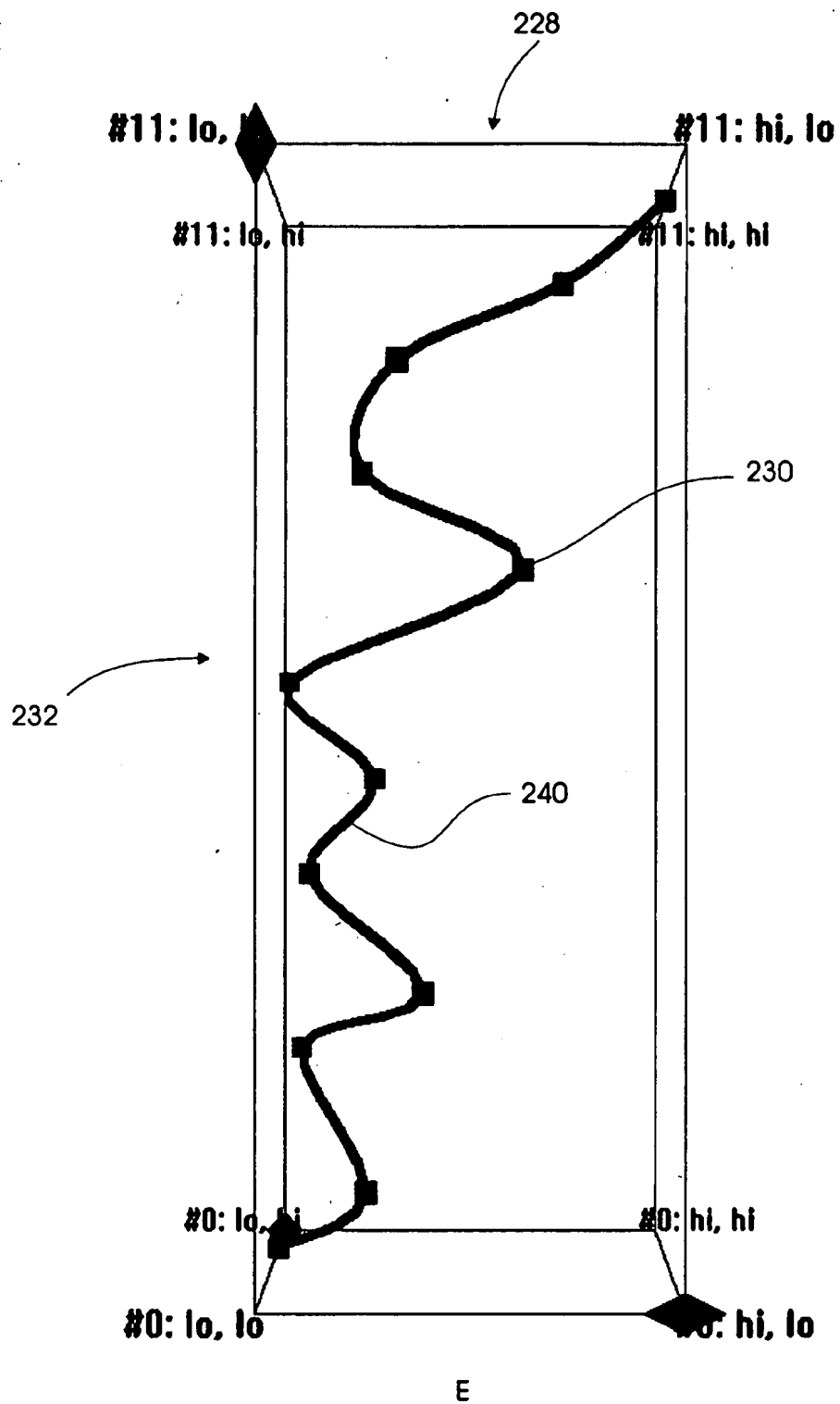


Figure 2

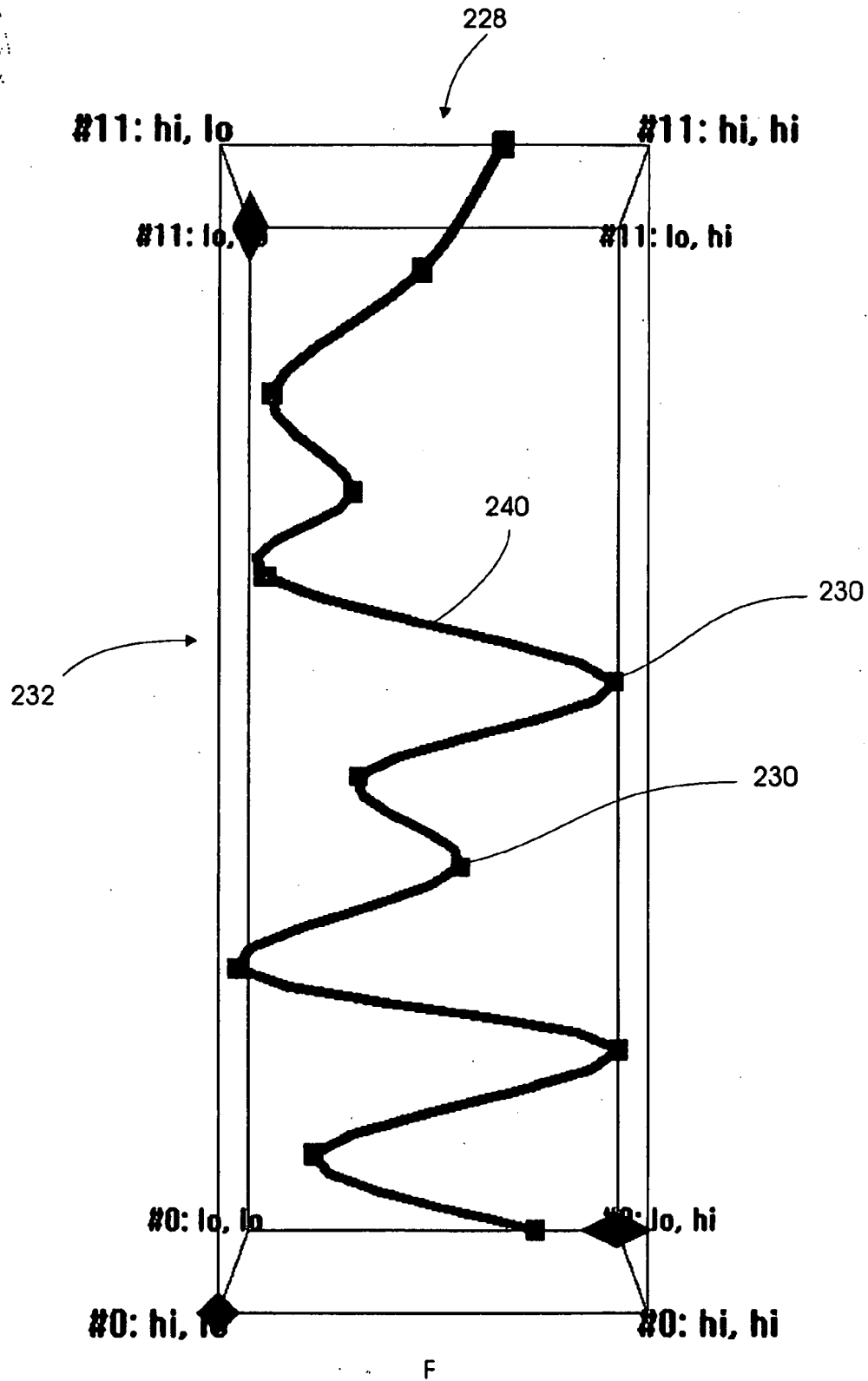


Figure 2

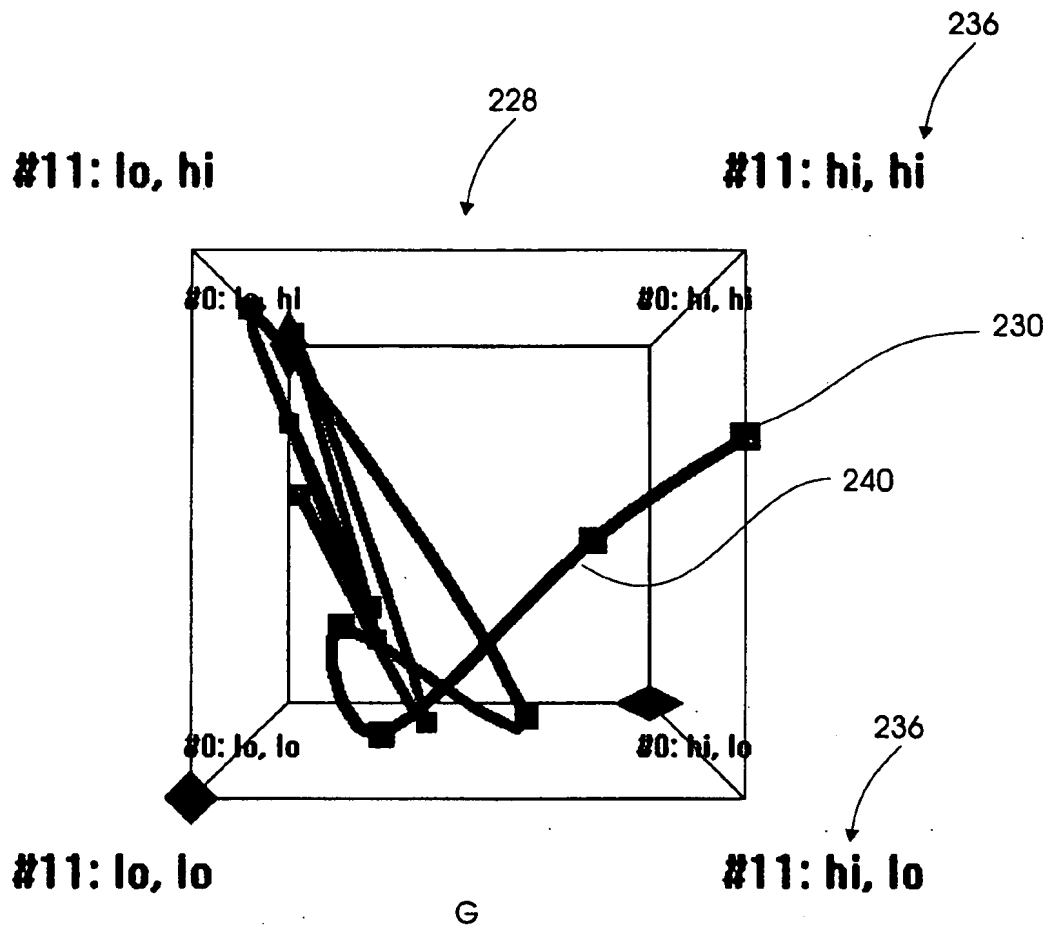


Figure 2

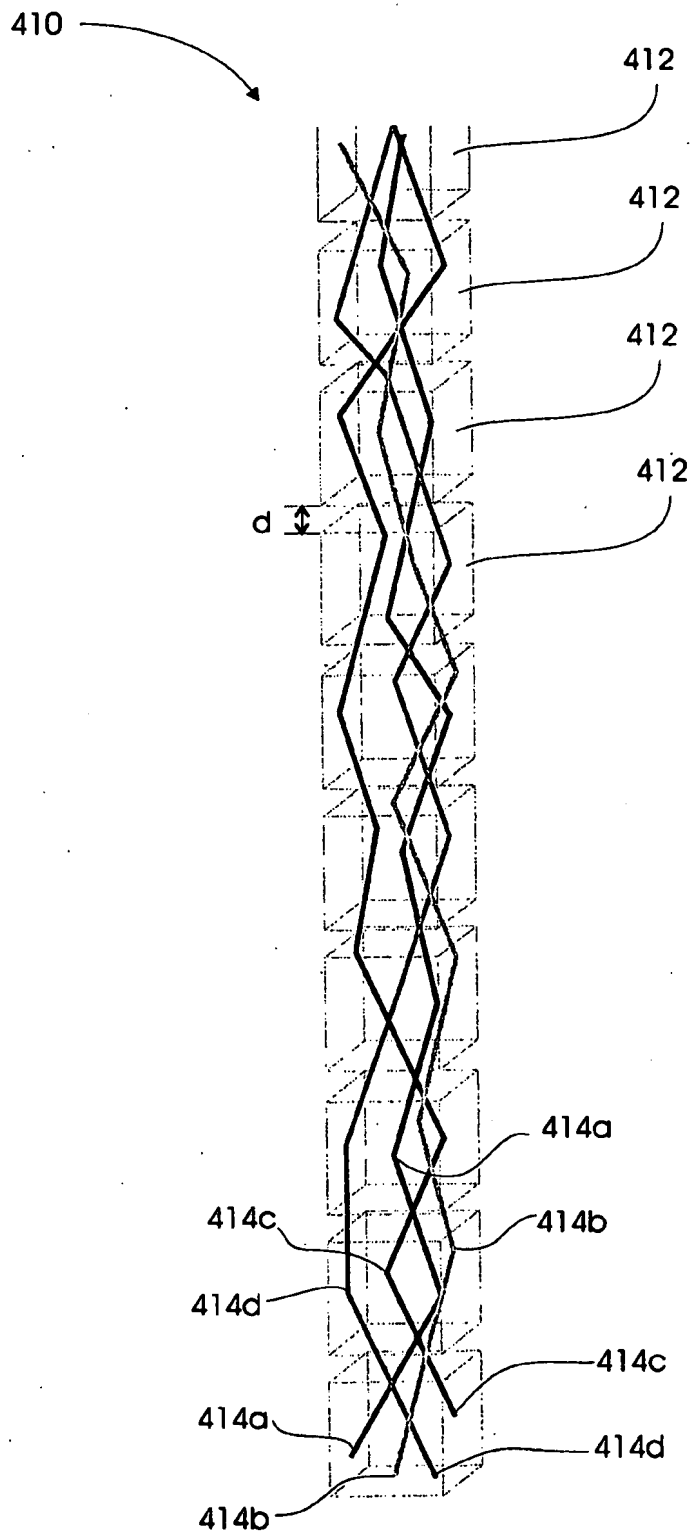


Figure 4

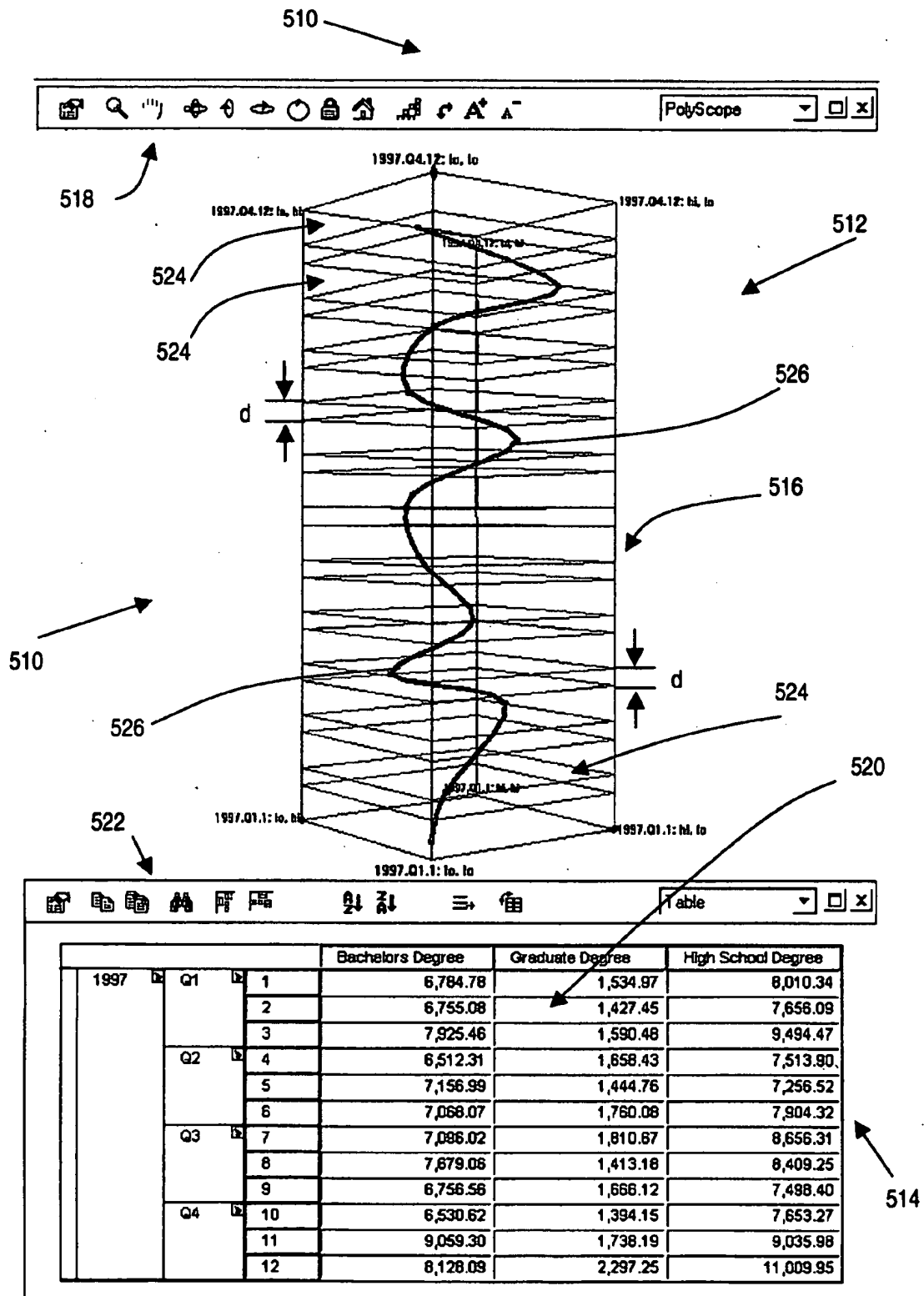


Figure 5

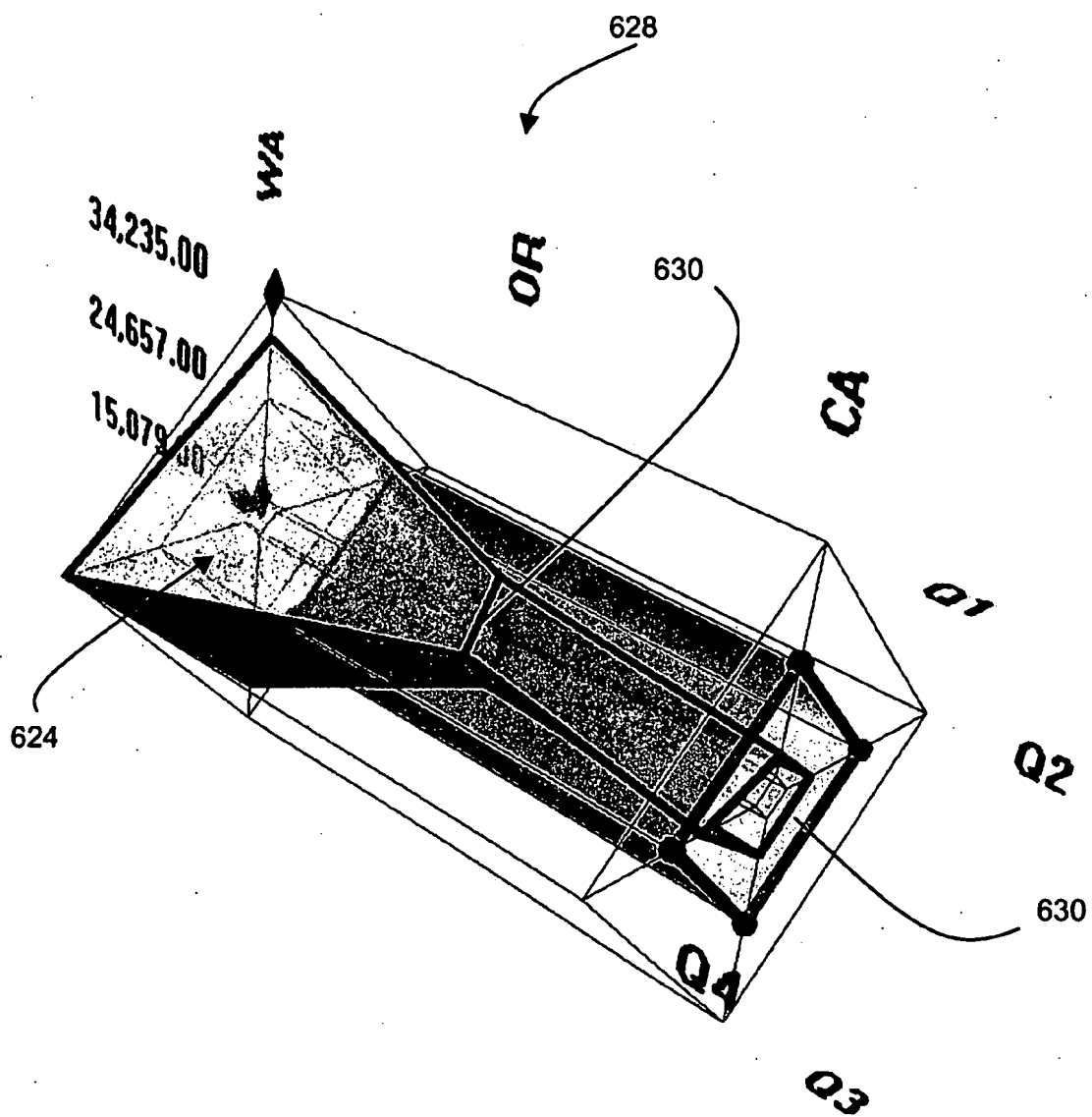


Figure 6

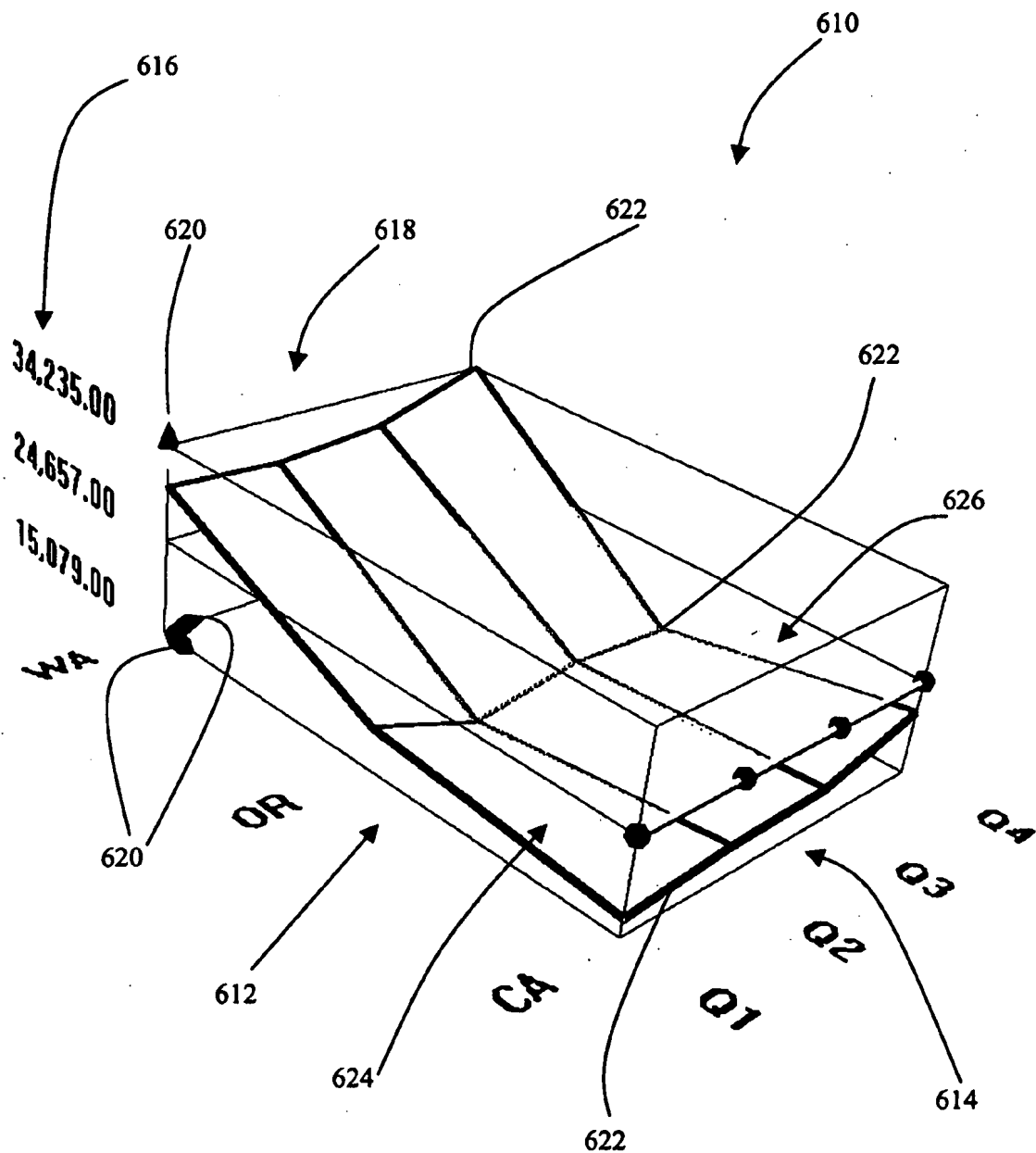
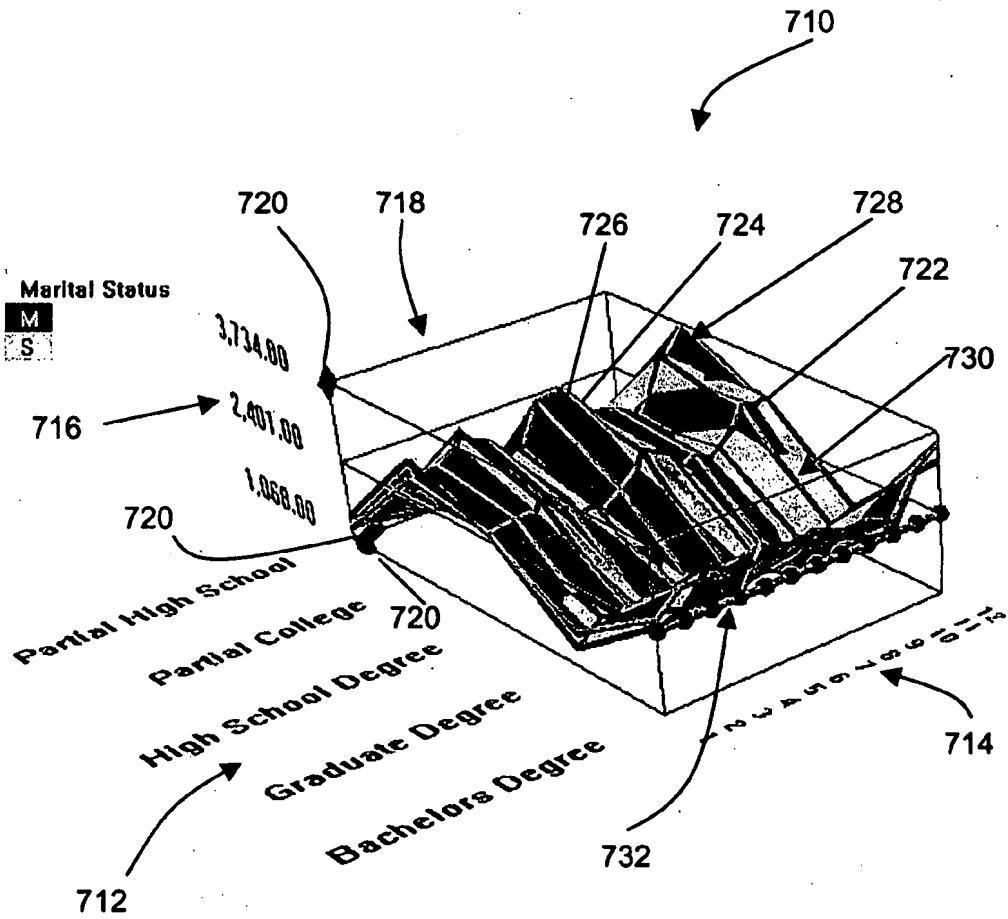


FIGURE 6A



A

Figure 7

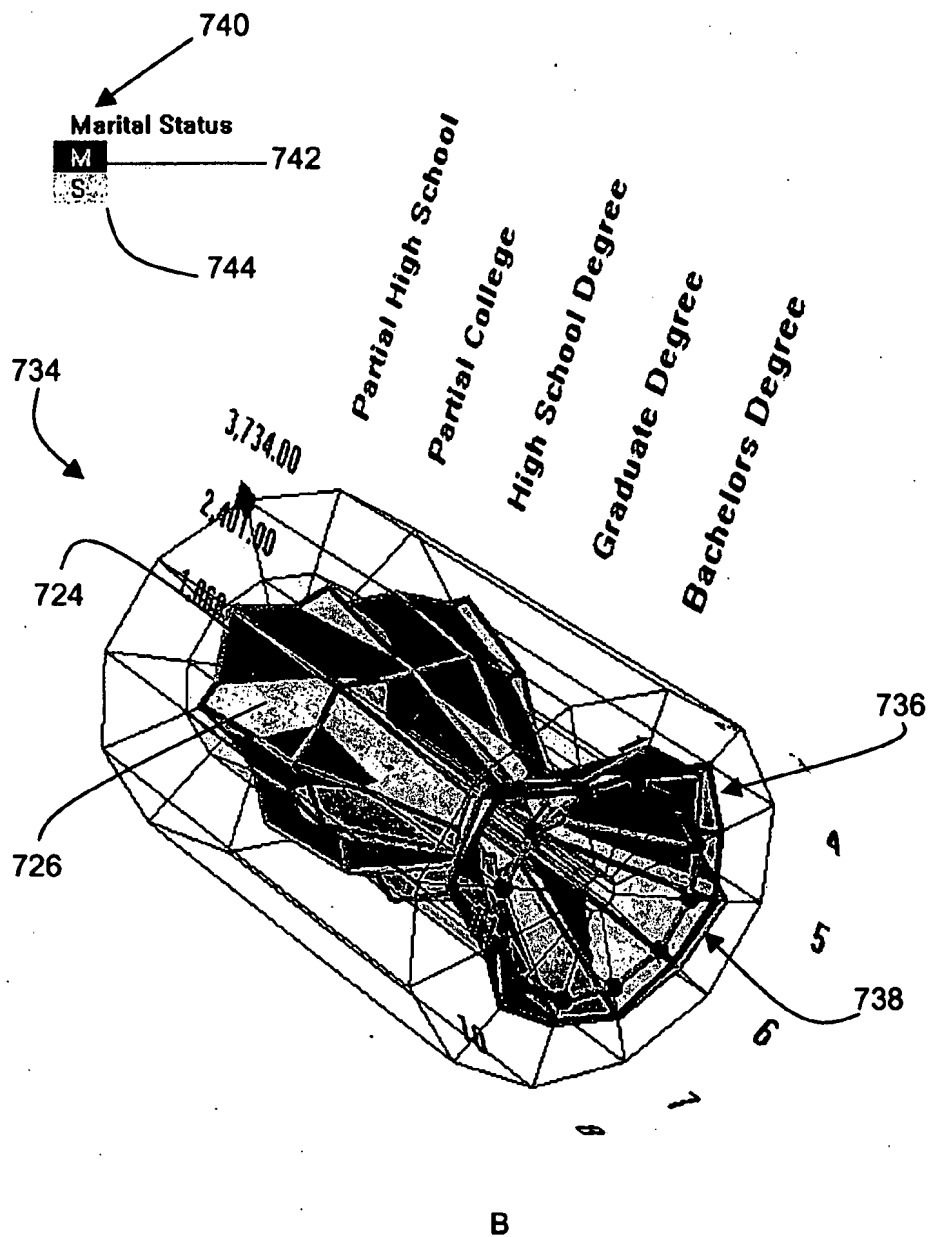


Figure 7

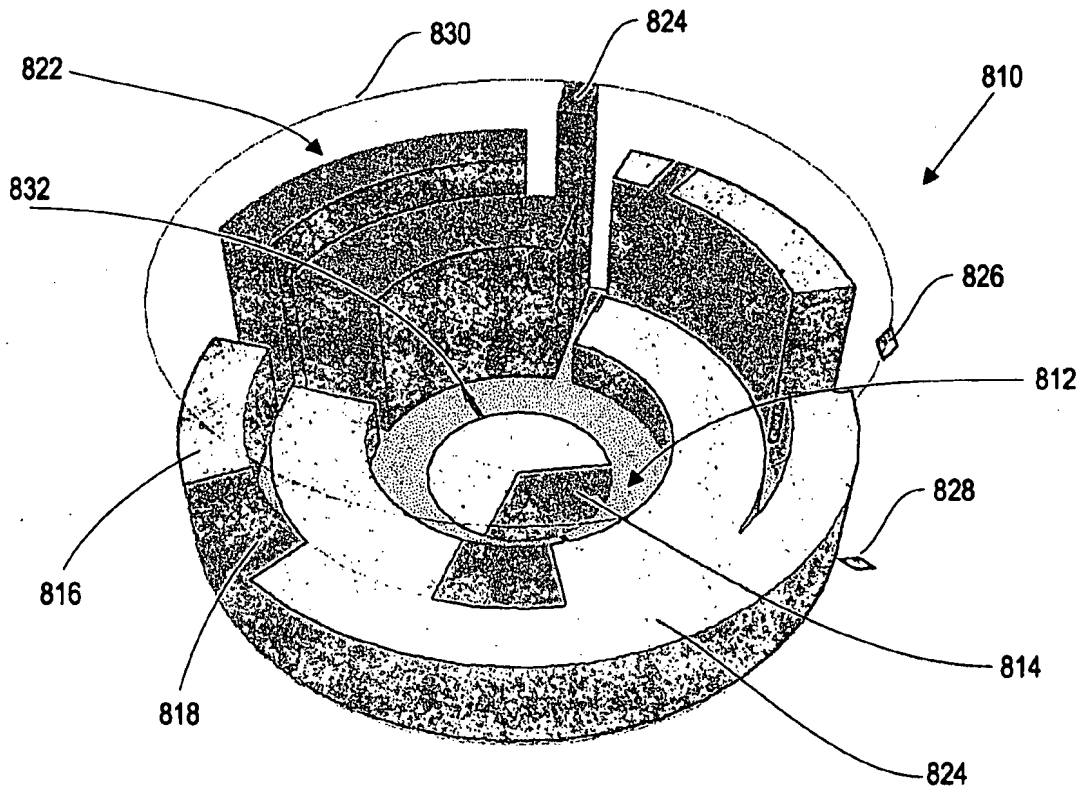
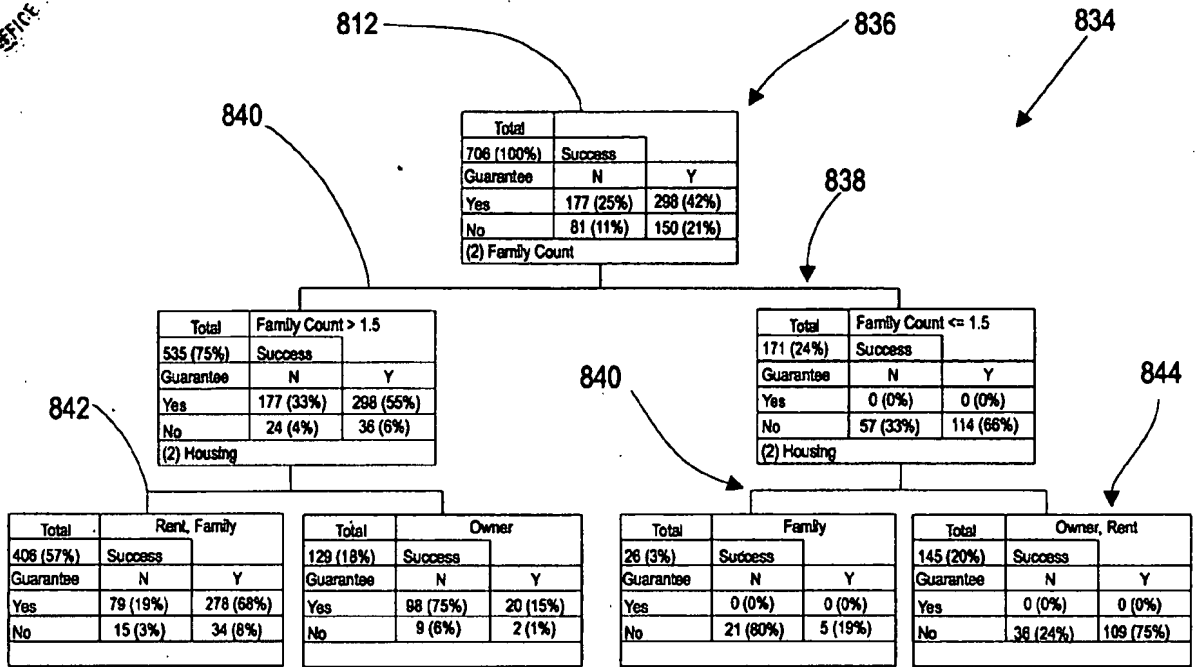


Figure 8a



Total		Success	
706 (100%)			
Guarantee		N	Y
Yes		177 (25%)	288 (42%)
No		81 (11%)	150 (21%)
(2) Family Count			

Total		Family Count > 1.5	
535 (75%)		Success	
Guarantee		N	Y
Yes		177 (33%)	298 (55%)
No		24 (4%)	38 (6%)
(2) Housing			

Total		Family Count <= 1.5	
171 (24%)		Success	
Guarantee		N	Y
Yes		0 (0%)	0 (0%)
No		57 (33%)	114 (66%)
(2) Housing			

Total		Rent, Family	
406 (57%)		Success	
Guarantee		N	Y
Yes		79 (19%)	278 (68%)
No		15 (3%)	34 (8%)

Total		Owner	
129 (18%)		Success	
Guarantee		N	Y
Yes		88 (75%)	20 (15%)
No		9 (6%)	2 (1%)

Total		Family	
26 (3%)		Success	
Guarantee		N	Y
Yes		0 (0%)	0 (0%)
No		21 (80%)	5 (19%)

Total		Owner, Rent	
145 (20%)		Success	
Guarantee		N	Y
Yes		0 (0%)	0 (0%)
No		38 (24%)	109 (75%)

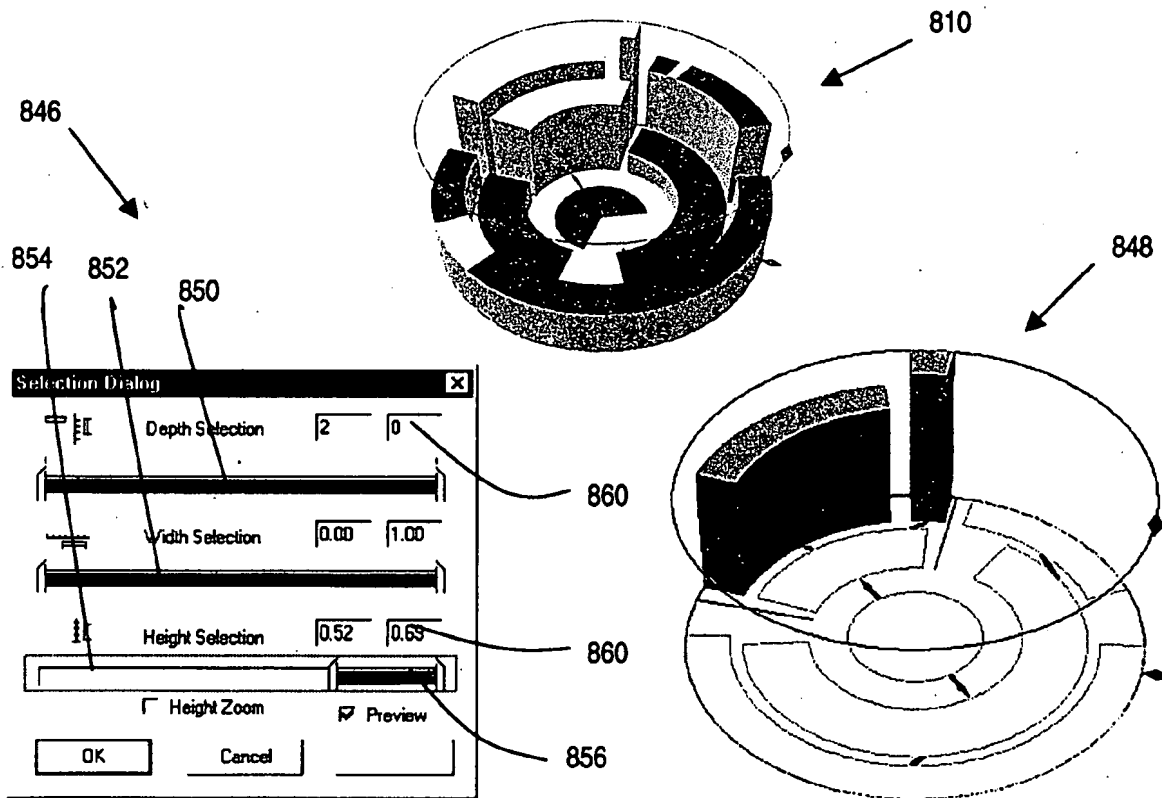


Figure 8b

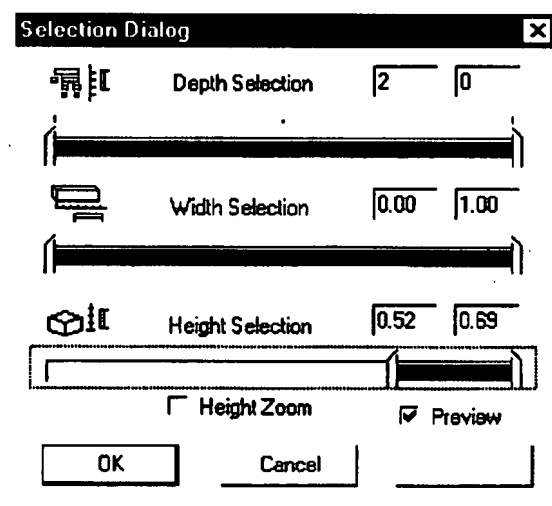
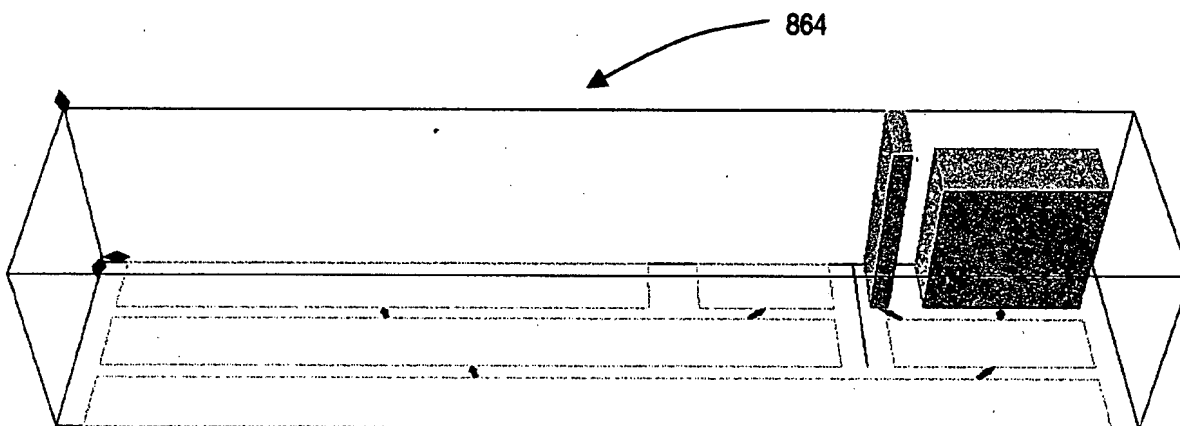
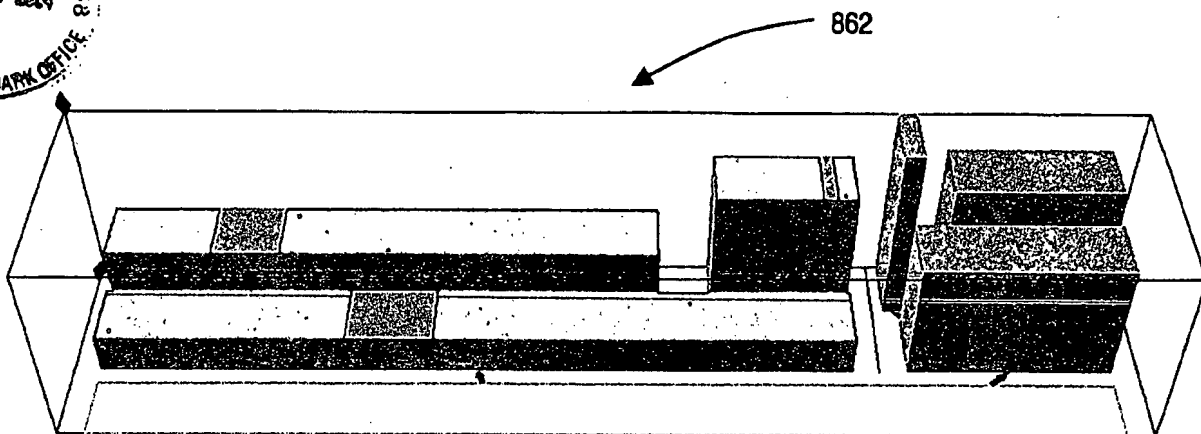
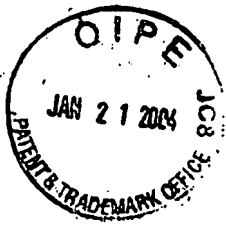


Figure 8c



912

Total	706 (100%)	Success	
Guaranteed	N	Y	
Yes	177 (25%)	298 (42%)	
No	61 (11%)	150 (21%)	
~25 Family Count			

Total	Family_Count > 1.5	Success	
Guaranteed	N	Y	
Yes	177 (33%)	298 (55%)	
No	24 (4%)	35 (6%)	
~22 Housing			

Total	Family_Count <= 1.5	Success	
Guaranteed	N	Y	
Yes	0 (0%)	0 (0%)	
No	57 (33%)	114 (66%)	
~22 Housing			

Total	Rank, Family	Success	
Guaranteed	N	Y	
Yes	73 (13%)	178 (33%)	
No	15 (2%)	34 (6%)	
~22 Married Status			

Total	Owner	Success	
Guaranteed	N	Y	
Yes	58 (75%)	20 (15%)	
No	9 (6%)	2 (1%)	
~22 Profession			

Total	Family	Success	
Guaranteed	N	Y	
Yes	0 (0%)	0 (0%)	
No	21 (60%)	5 (13%)	
~22 13y			

Total	Owner, Rent	Success	
Guaranteed	N	Y	
Yes	0 (0%)	0 (0%)	
No	26 (24%)	105 (76%)	
~22 Housing			

Single, Divorced, separated, Partner...	Total	Married	Success	
N	Y	Guaranteed	N	Y
17 (20%)	27 (32%)	Yes	62 (19%)	281 (77%)
11 (13%)	28 (33%)	No	4 (1%)	6 (1%)

Total	Male	Success	
Guaranteed	N	Y	
Yes	6 (31%)	11 (57%)	
No	1 (5%)	1 (5%)	

Total	TV, Other	Success	
Guaranteed	N	Y	
Yes	52 (63%)	9 (8%)	
No	8 (7%)	1 (1%)	

Total	Miss, Ms	Success	
Guaranteed	N	Y	
Yes	0 (0%)	0 (0%)	
No	19 (95%)	1 (5%)	

Total	Miss	Success	
Guaranteed	N	Y	
Yes	0 (0%)	0 (0%)	
No	2 (33%)	4 (66%)	

Total	Rent	Success	
Guaranteed	N	Y	
Yes	0 (0%)	0 (0%)	
No	22 (17%)	103 (82%)	

Total	...	Success	
Guaranteed	N	Y	
Yes	0 (0%)	0 (0%)	
No	14 (70%)	6 (30%)	

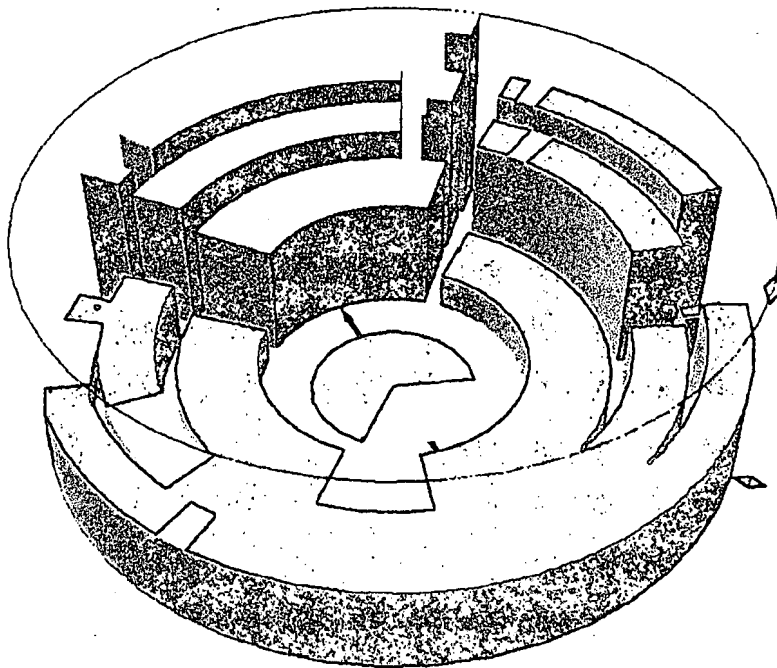
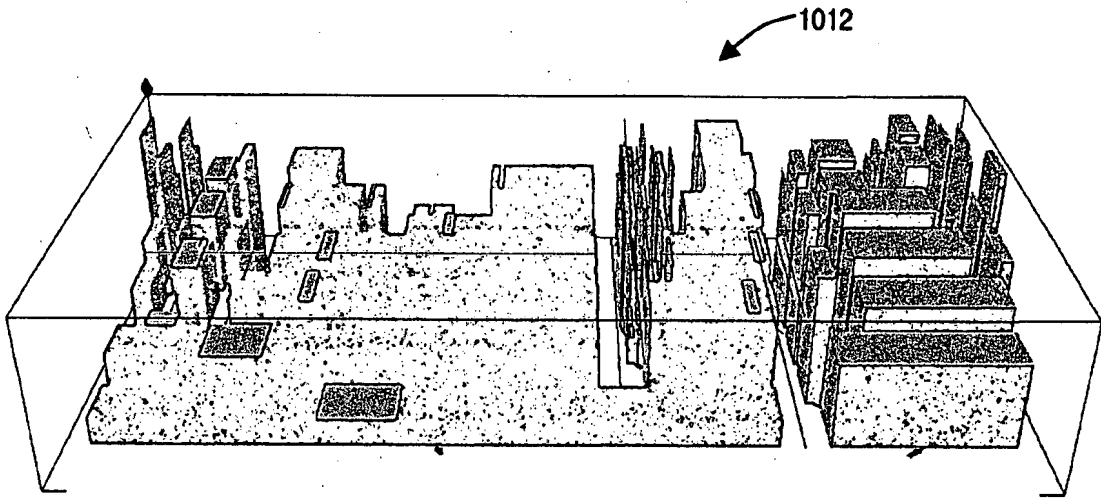
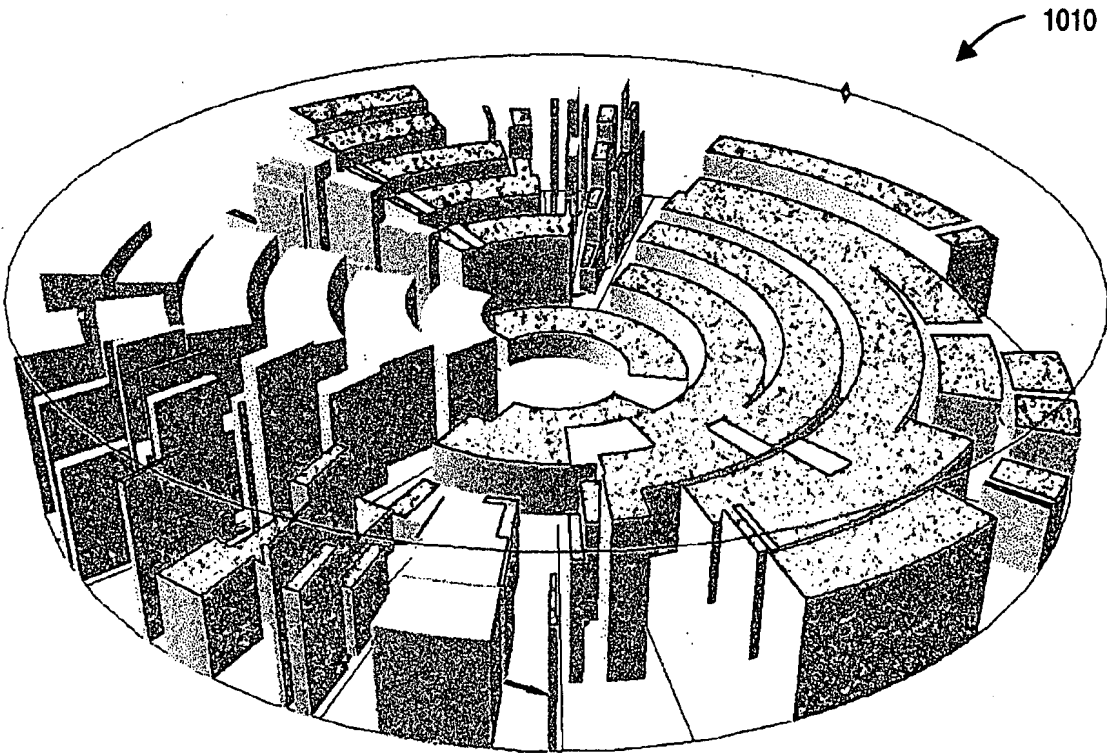


Figure 9



B



A

Figure 10

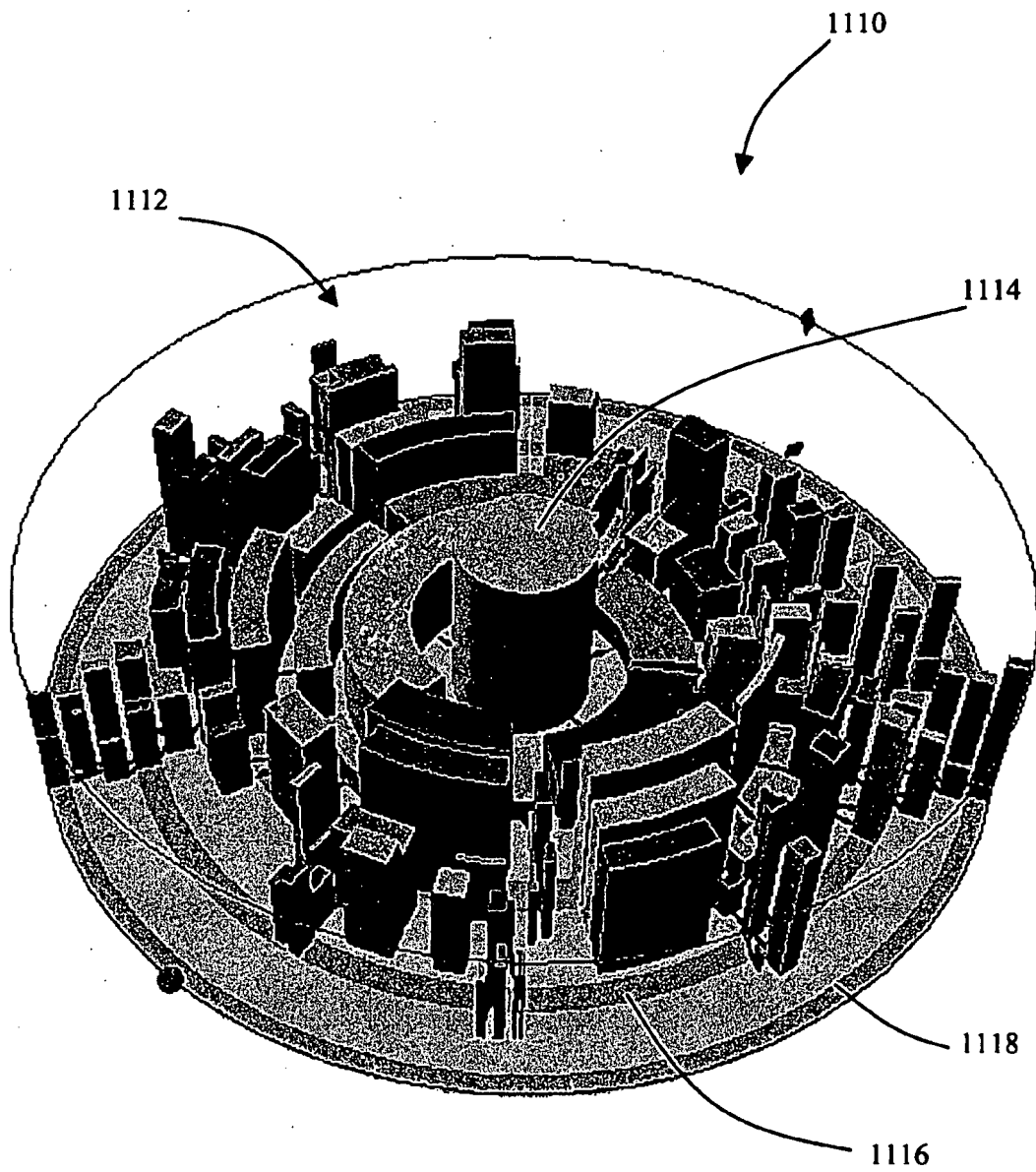


Figure 11

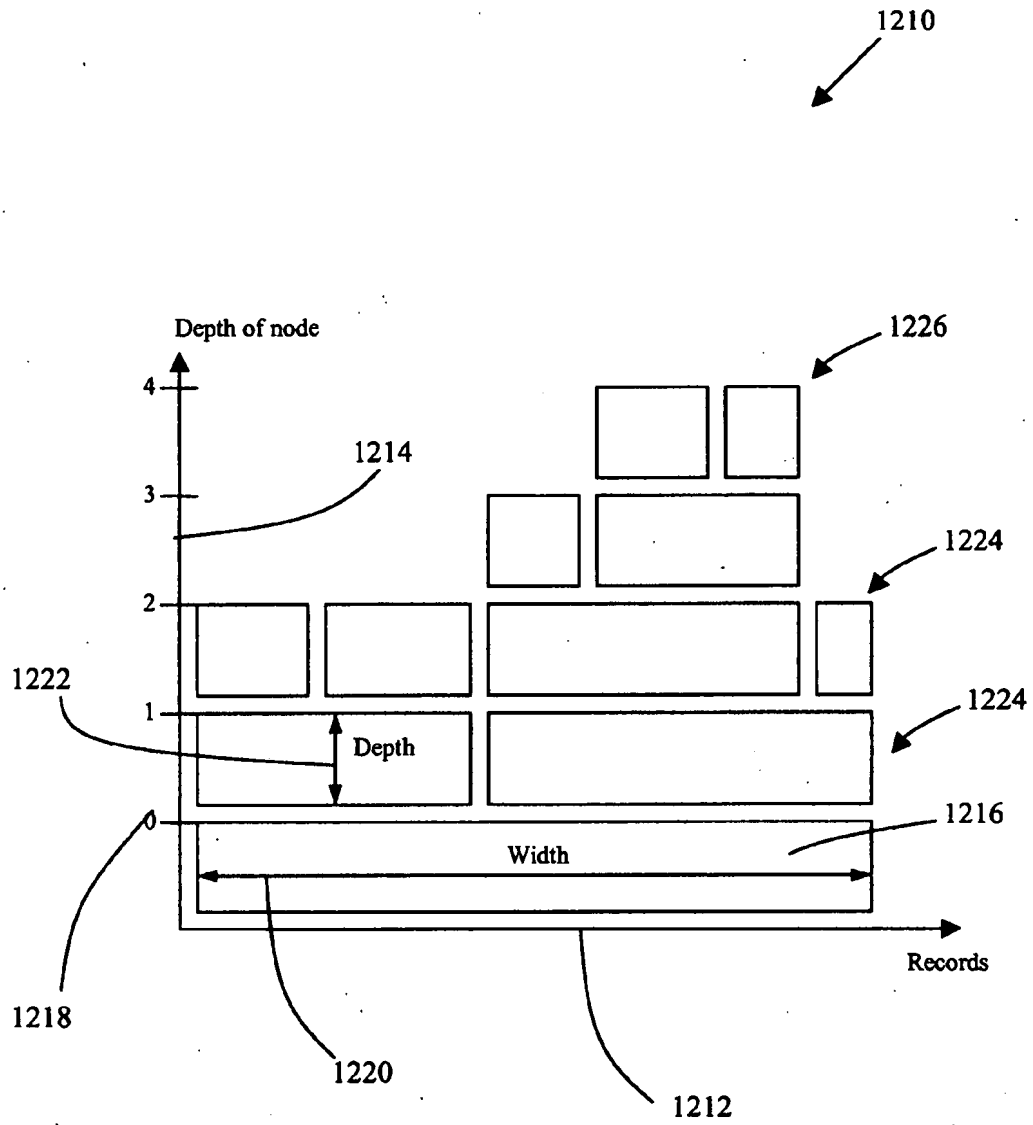


Figure 12

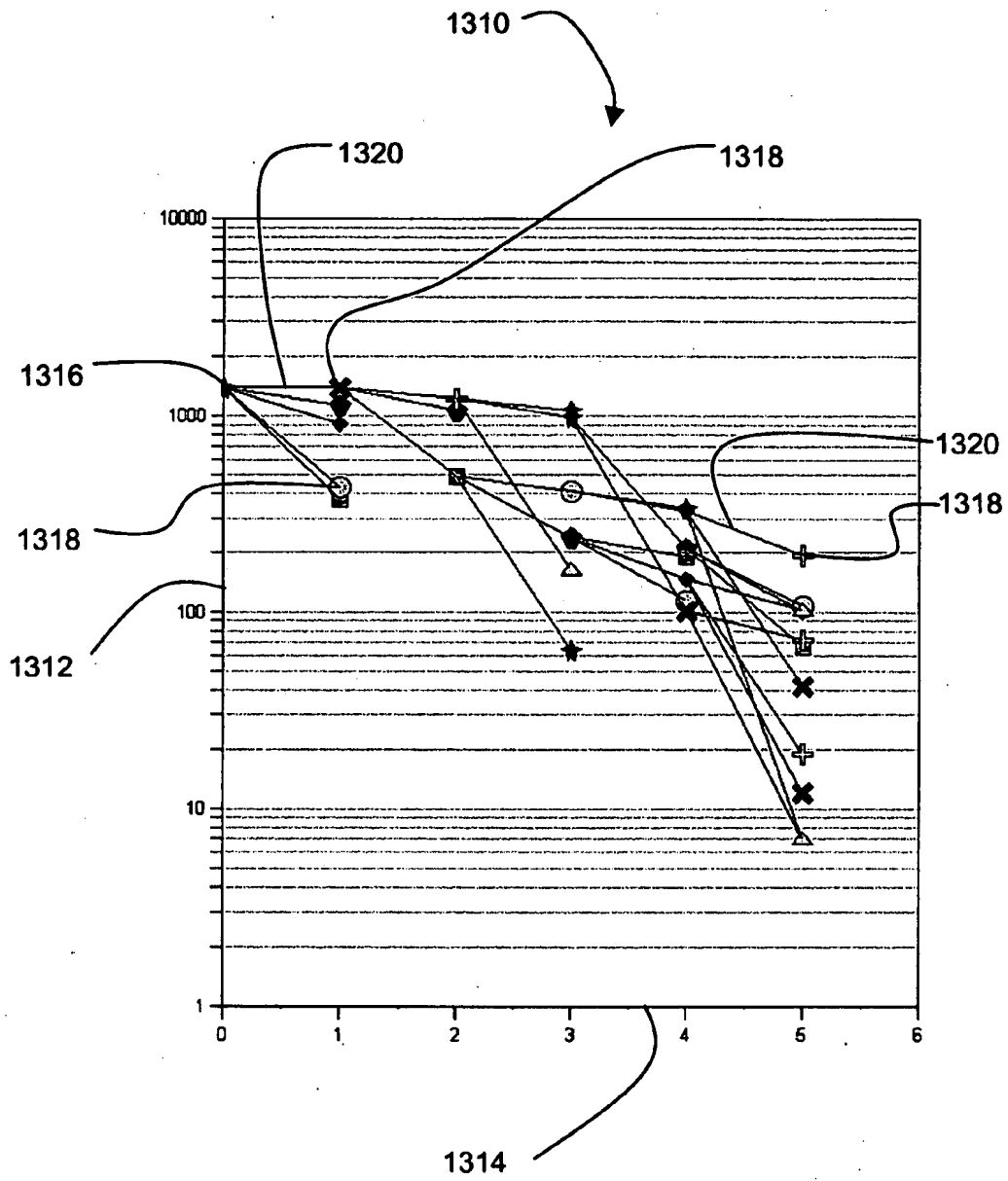


Figure 13



1420

Anwar MDTV Control

Geometry | Water | Grid | Other

Background Color Selection Color

Pie Accuracy

Depth

Width

☐ Proportional Gap

☒ Fixed Gap

Element Size

☐ Fixed Depth Step

☒ Fixed Square Area

☐ Keep visible

B

1412 1414 1416 1418 1410

Anwar MDTV Control

Geometry | Water | Grid | Other

☒ Separation Lines

Color

☒ Childs

Tree Root Size

☒ Arrows

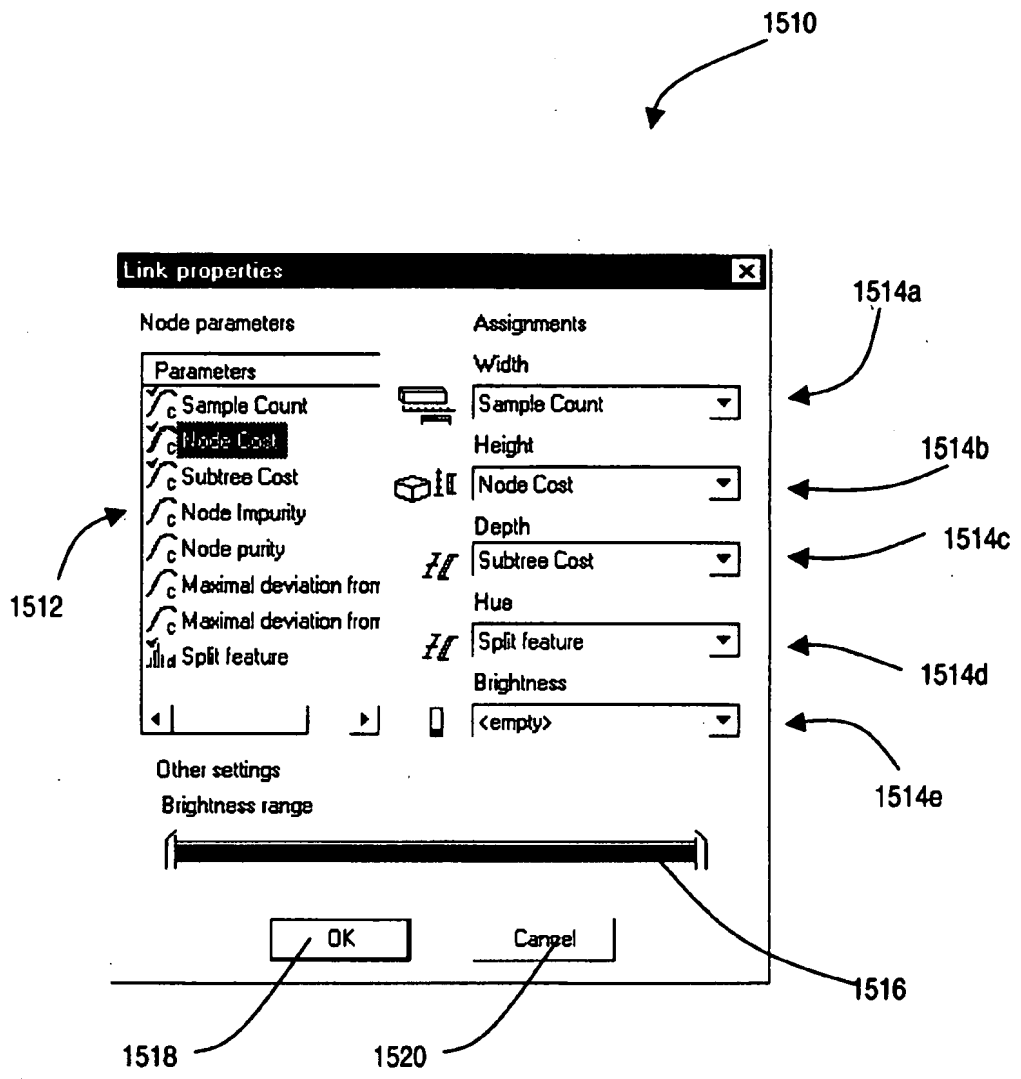
Color

Width

☒ Keep visible

A

Figure 14



A

Figure 15

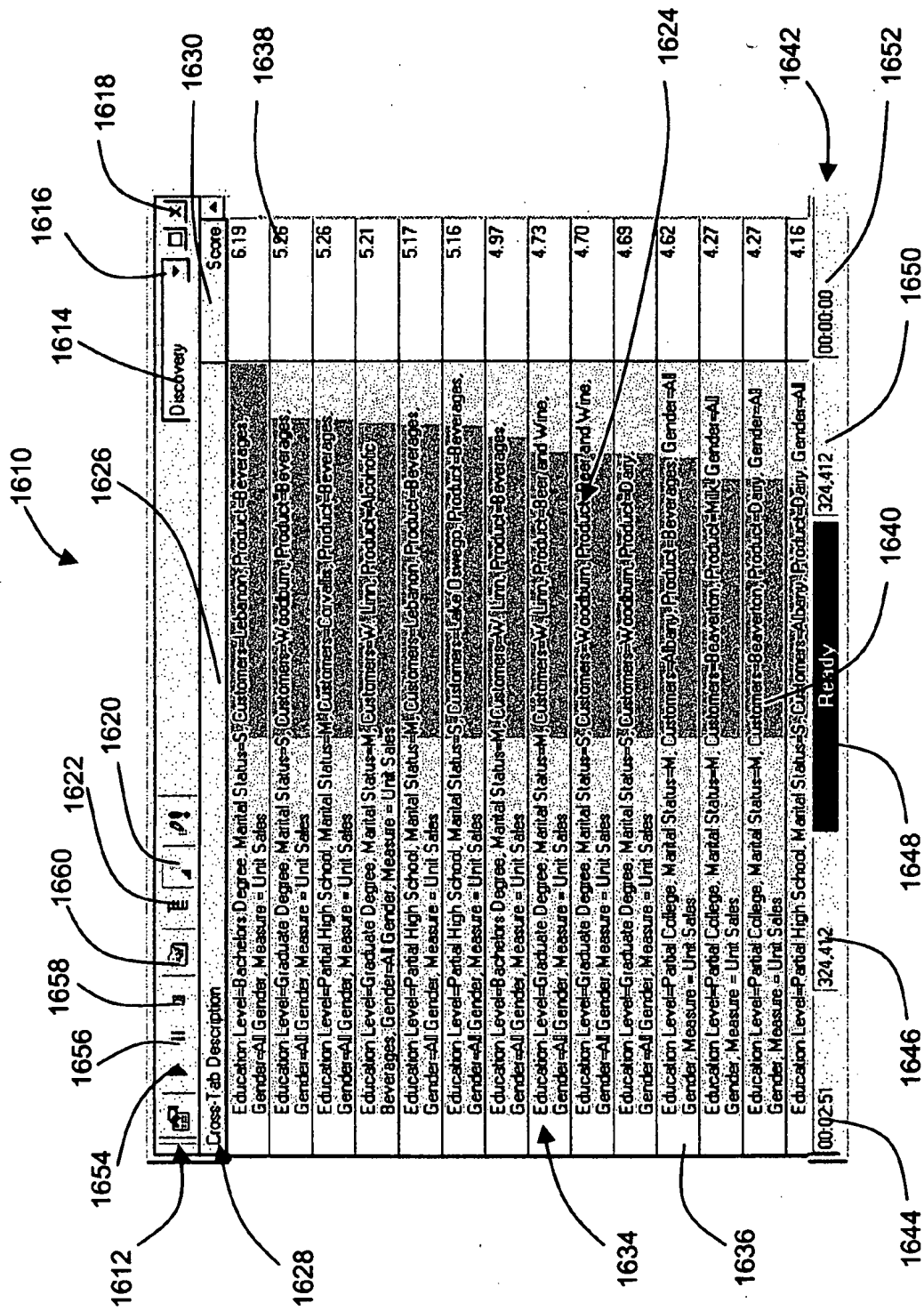


Figure 16





Exceptions		Score
+	Customers=CA, Education Level=All Education Level, Gender=All Gender, Measure = Unit Sales	28.33 (57)
+	Customers=CA, Education Level=All Education Level, Measure =	26.29 (26)
+	Customers=USA, Education Level=All Education Level, Gender=All Gender, Measure = Unit Sales	24.50 (6)
+	Customers=USA, Education Level=All Education Level, Gender=All Gender, Product=All Products, Measure = Unit Sales	22.35 (6)
+	Customers=CA, Gender=All Gender, Measure = Unit Sales	16.30 (2)
+	Customers=USA, Education Level=All Education Level, Measure =	0.00 (1)
+	Education Level=All Education Level, Gender=All Gender, Measure	0.00 (1)
+	Customers=USA, Education Level=All Education Level, Product=All Products, Measure = Unit Sales	0.00 (1)

Figure 17

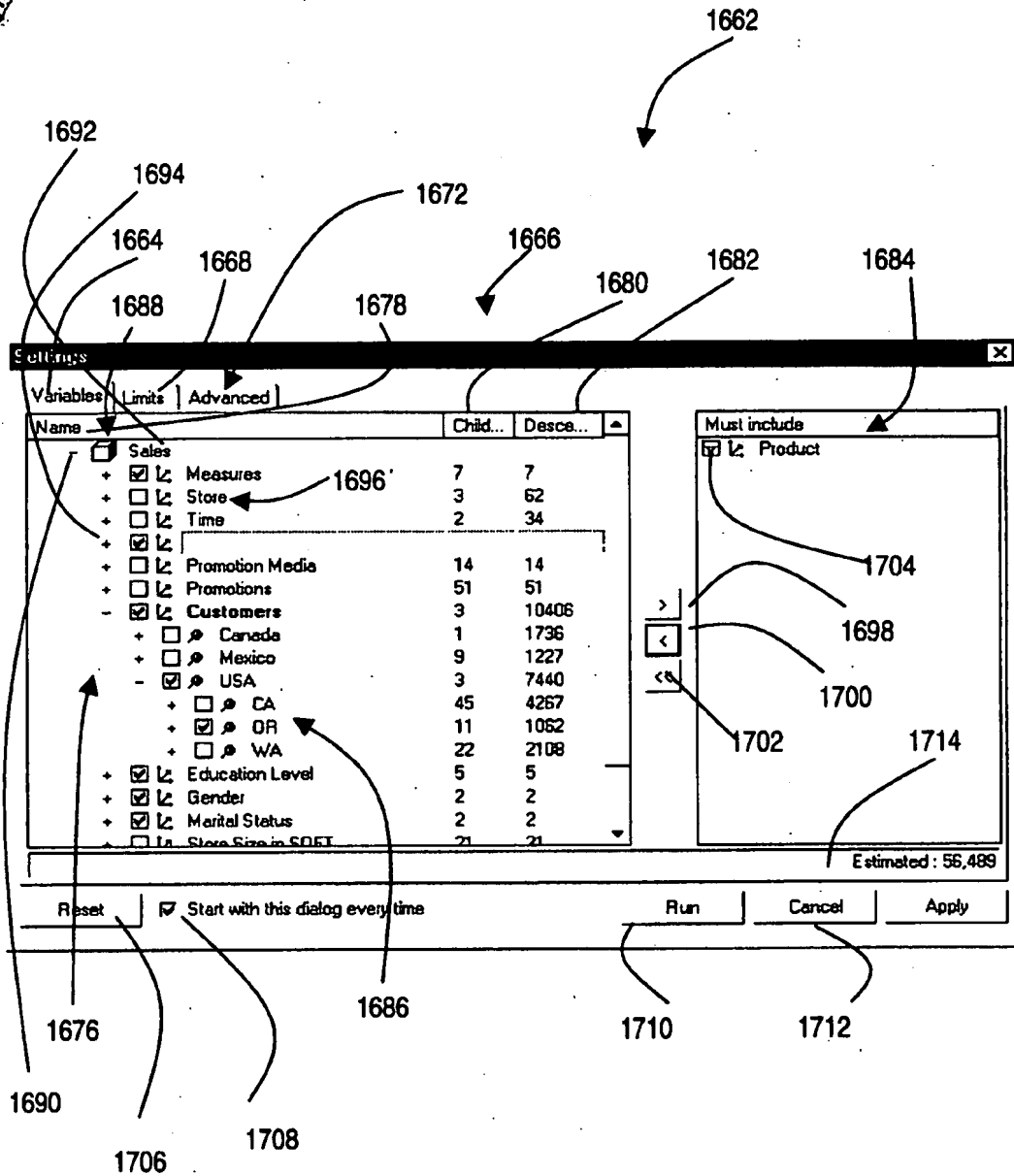


Figure 18A

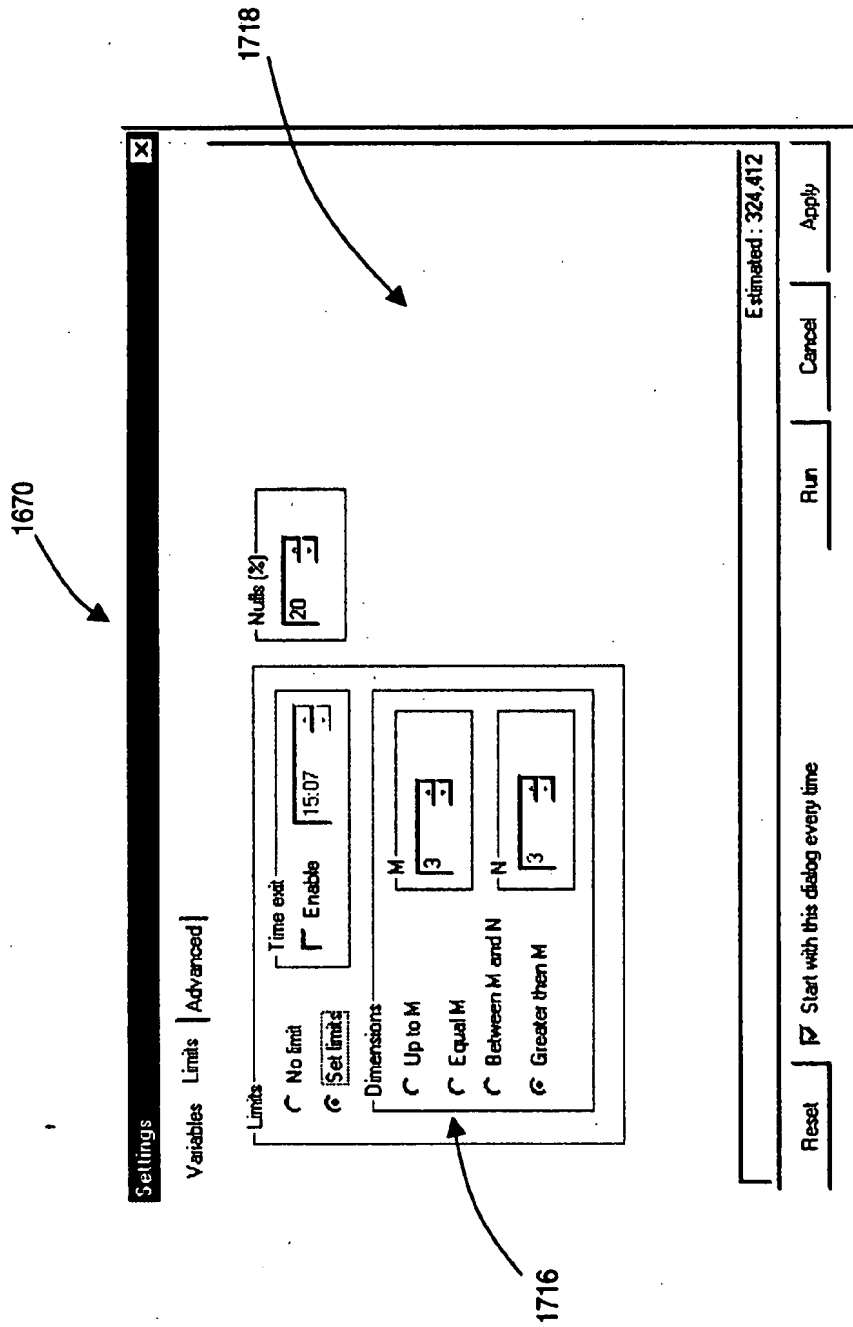
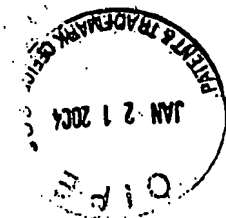


Figure 18b



1674

Settings

Variables | Limits | Advanced

Negative	Positive
100	1000
Zero threshold	Cross-tabs threshold
0	50000
Thread number	Memory optimization threshold
1	5

Estimated: 324,412

Reset ☒ Start with this dialog every time Run Cancel Apply

1672

1720

Figure 18c



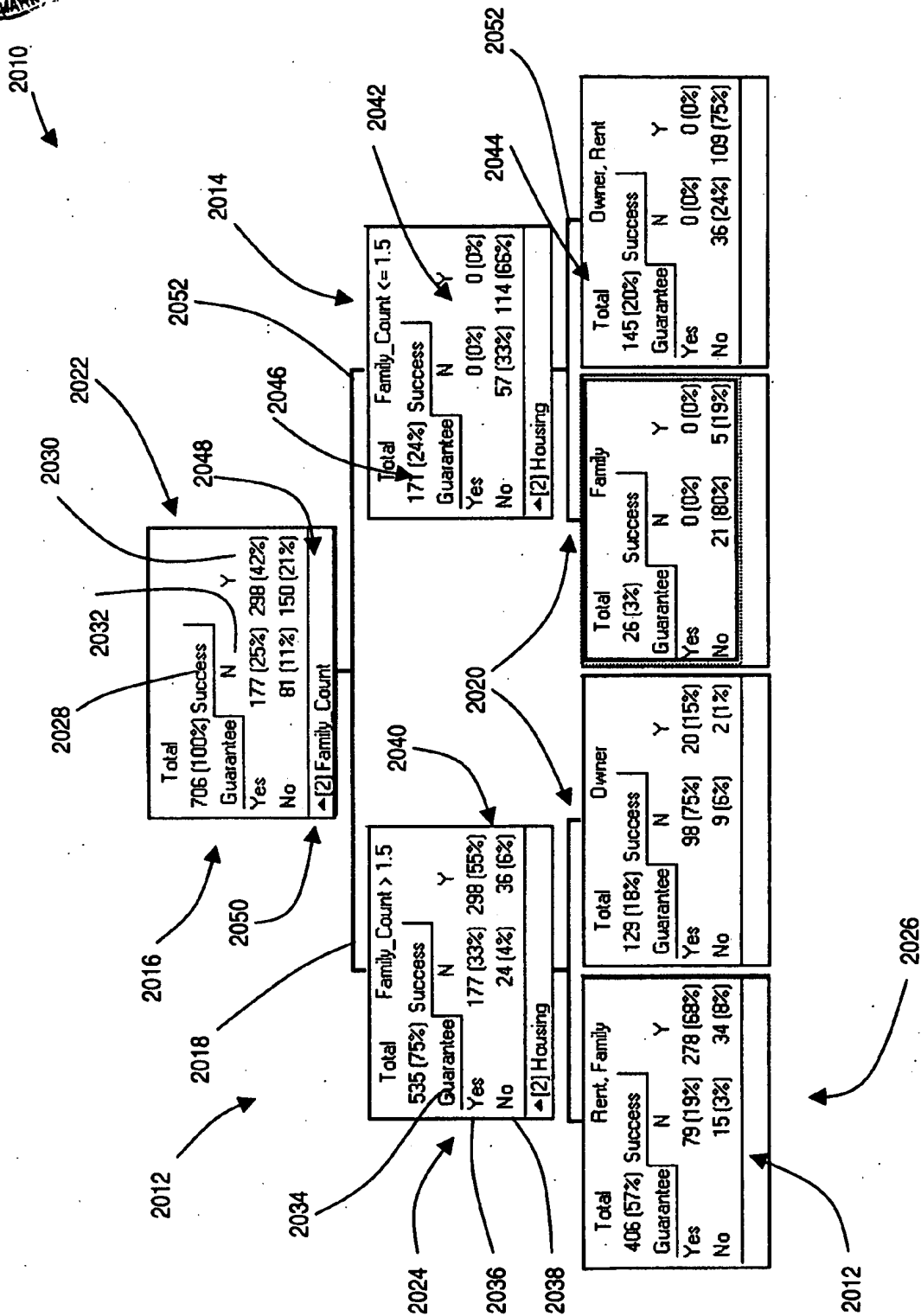


Figure 20

Total		705 (100%) Success		Y	
Guarantee		177 (25%) 298 (42%)		N	
Yes		81 (11%) 150 (21%)		No	
- [2] Family Count					

Total		Family Count > 1.5		535 (75%) Success		N	
Guarantee		177 (33%) 298 (55%)		Yes		24 (4%) 36 (6%)	
No							
- [2] Housing							

Total		Family Count <= 1.5		171 (24%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		57 (33%) 114 (65%)	
No							
- [2] Housing							

Total		Rent, Family		406 (57%) Success		N	
Guarantee		79 (19%) 276 (68%)		Yes		15 (3%) 34 (8%)	
No							
- [2] Married Status							

Total		Owner		129 (18%) Success		N	
Guarantee		99 (75%) 20 (15%)		Yes		9 (6%) 2 (1%)	
No							
- [2] Reason							

Total		TV, Other		110 (15%) Success		N	
Guarantee		92 (83%) 9 (8%)		Yes		8 (7%) 1 (0%)	
No							
- [2] Reason							

Total		Miss, Mr		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		19 (93%) 1 (5%)	
No							
- [2] No							

Total		Family		26 (3%) Success		Y	
Guarantee		0 (0%) 0 (0%)		Yes		21 (80%) 5 (19%)	
No							
- [2] No							

Total		Owner, Rent		145 (20%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		36 (24%) 109 (75%)	
No							
- [2] Housing							

Total		Rent		125 (17%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		22 (17%) 103 (82%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2] Housing							

Total		Success		20 (2%) Success		N	
Guarantee		0 (0%) 0 (0%)		Yes		14 (70%) 6 (30%)	
No							
- [2							

Figure 21



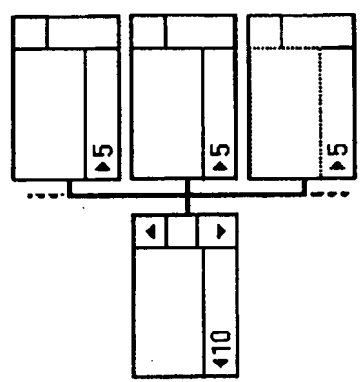
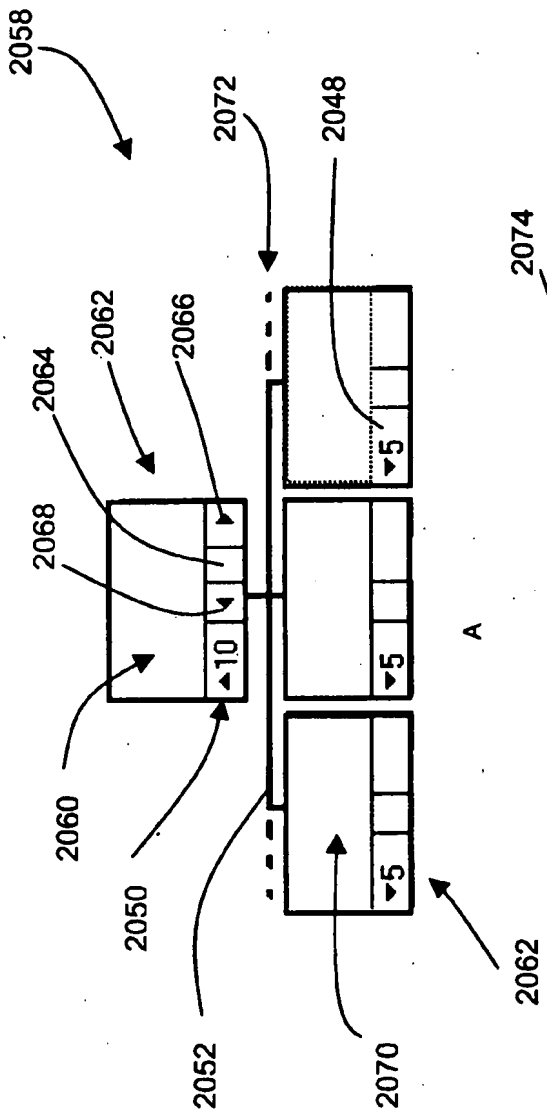


Figure 22



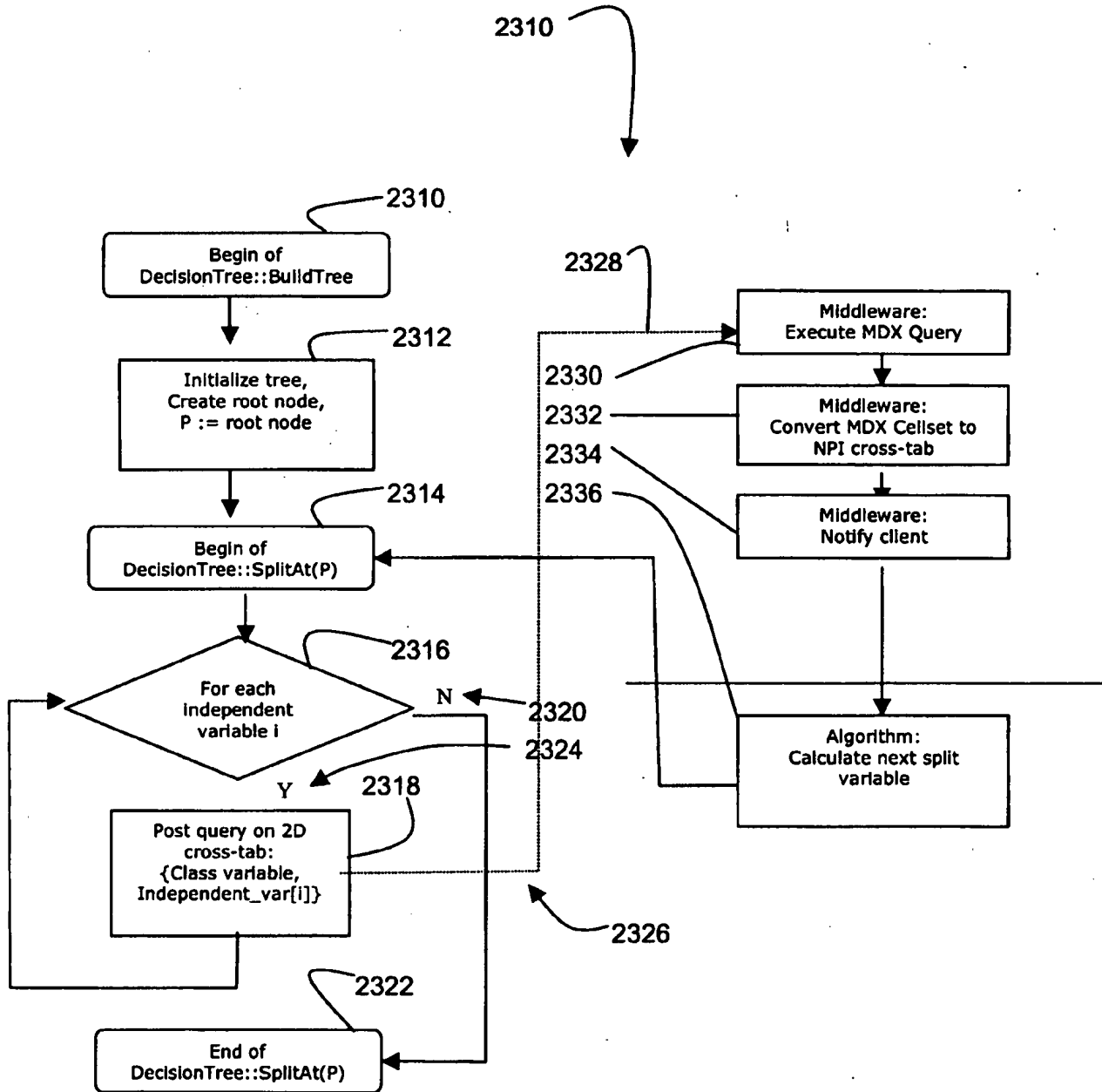


Figure 23



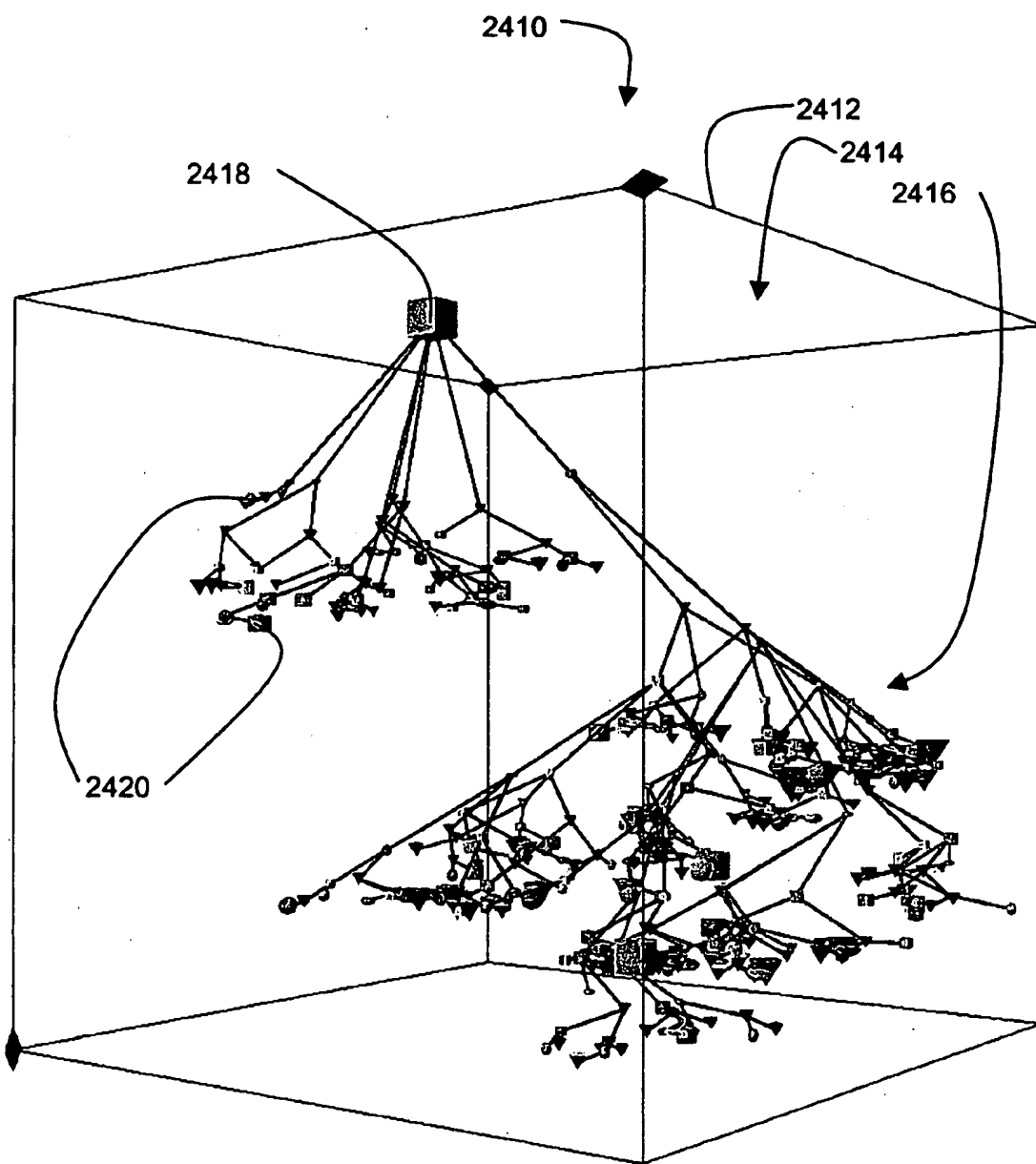


Figure 24a



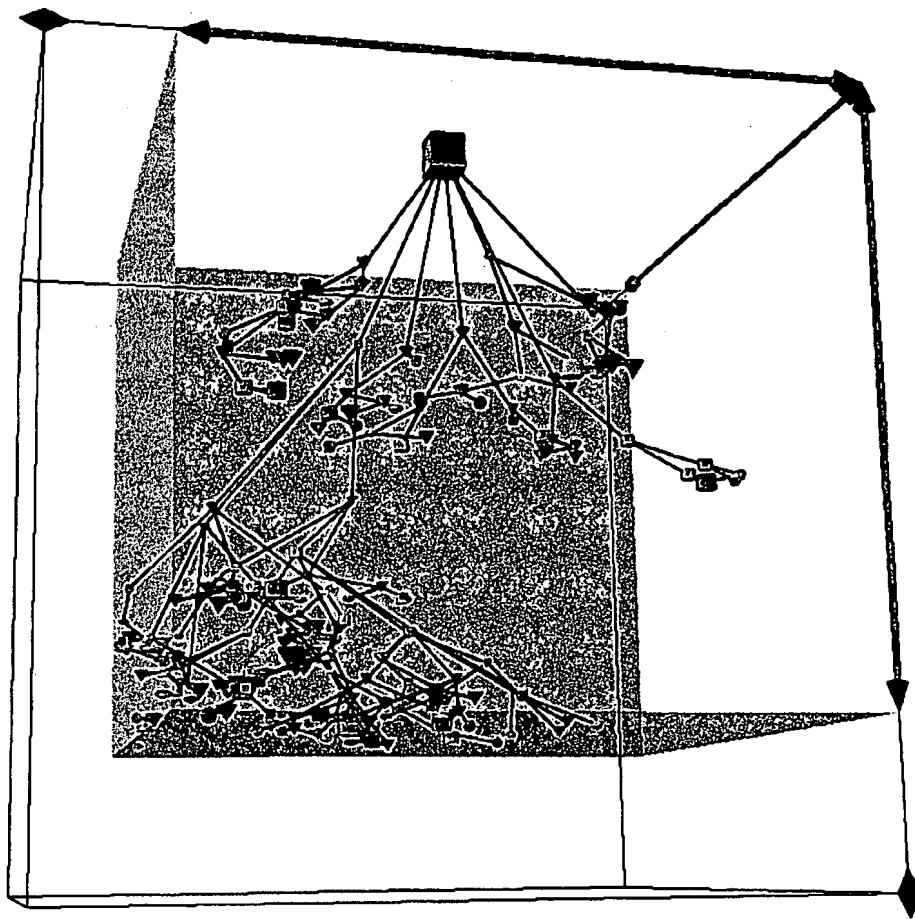


Figure 24b



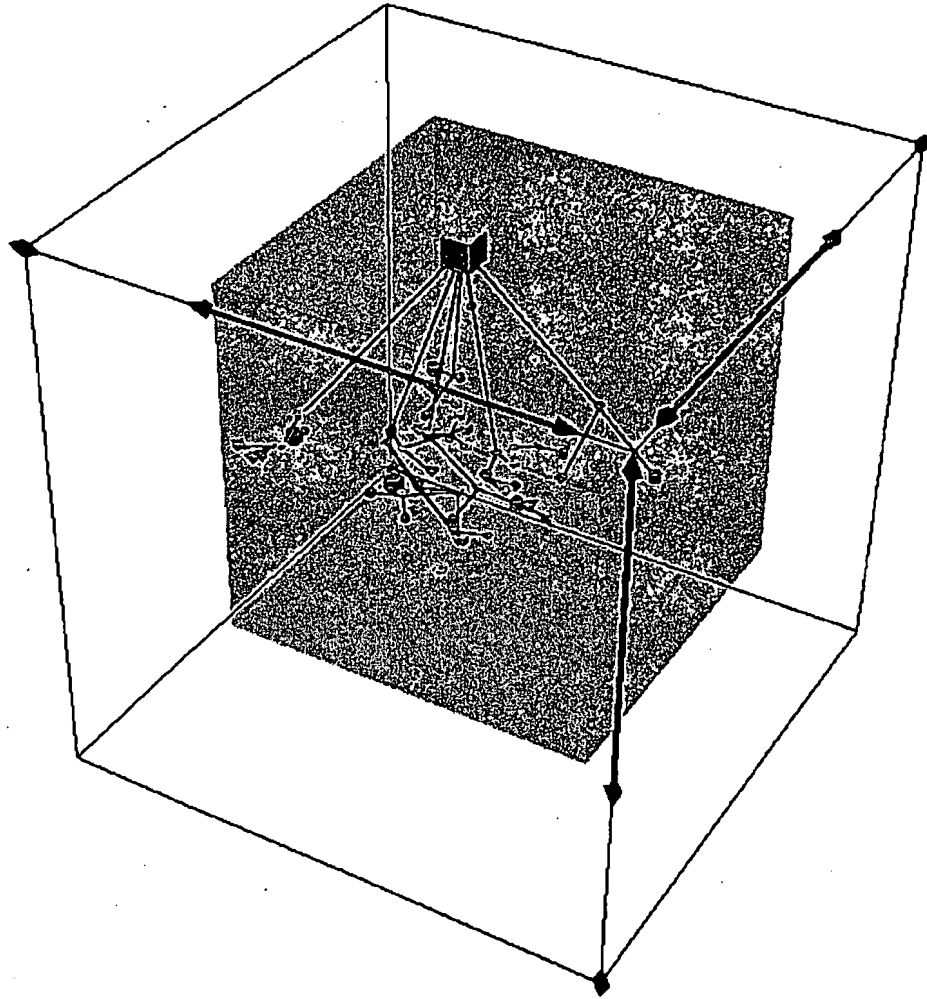


Figure 24c



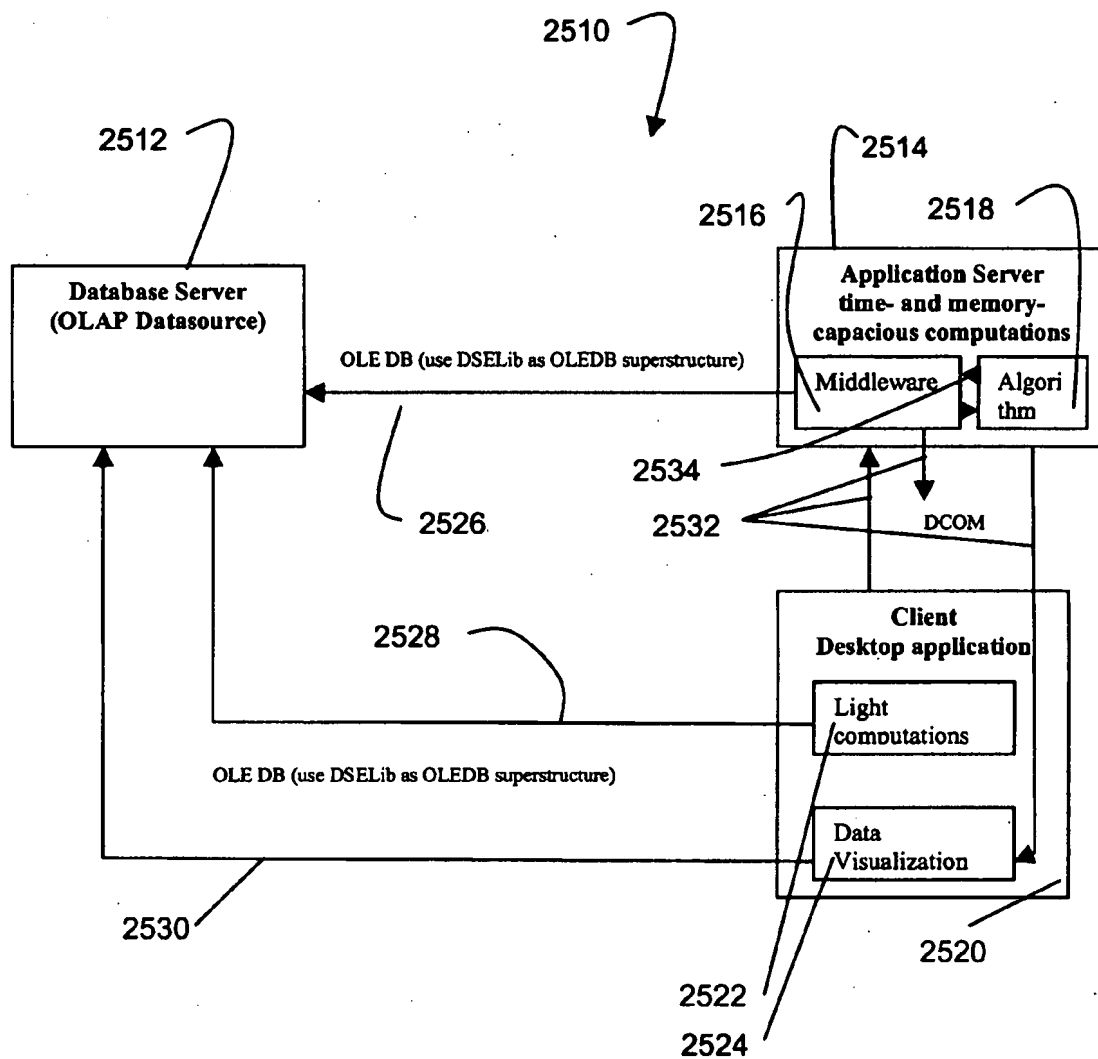
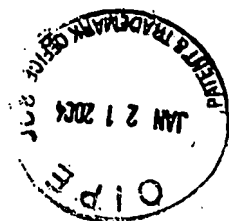


Figure 25



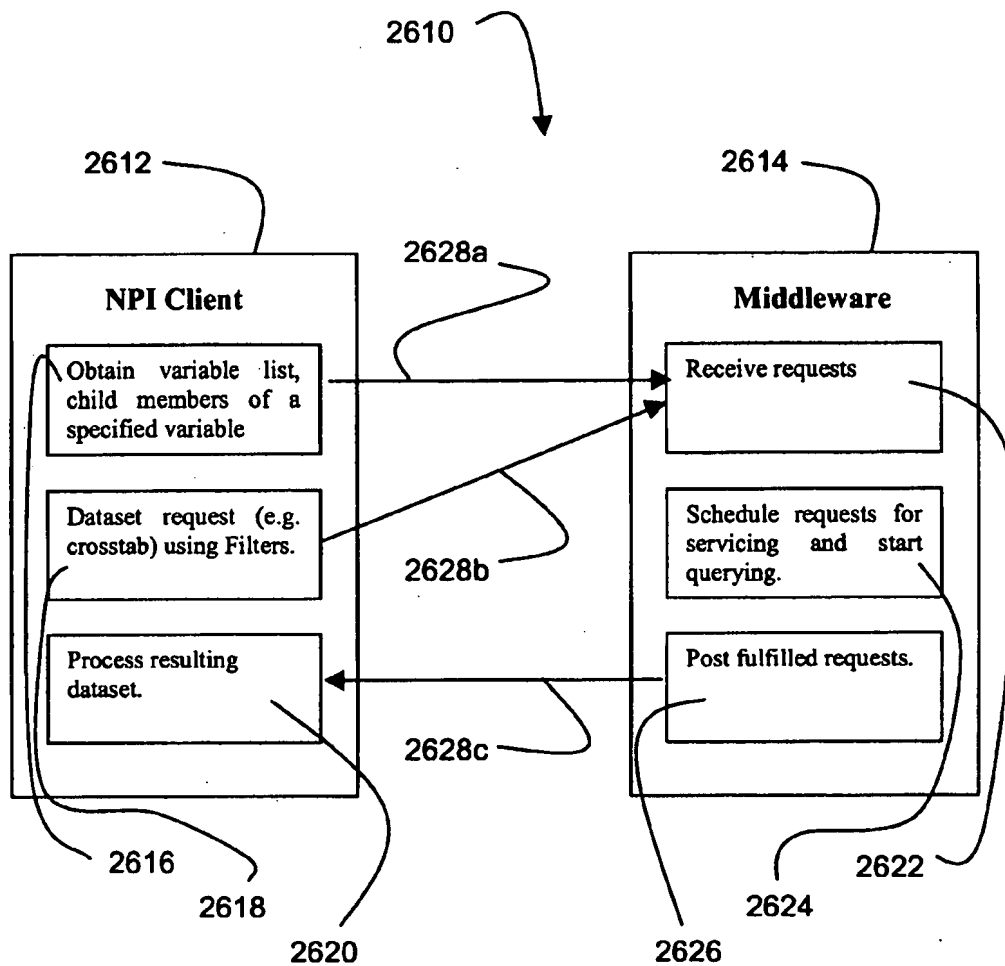
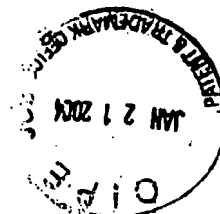


Figure 26



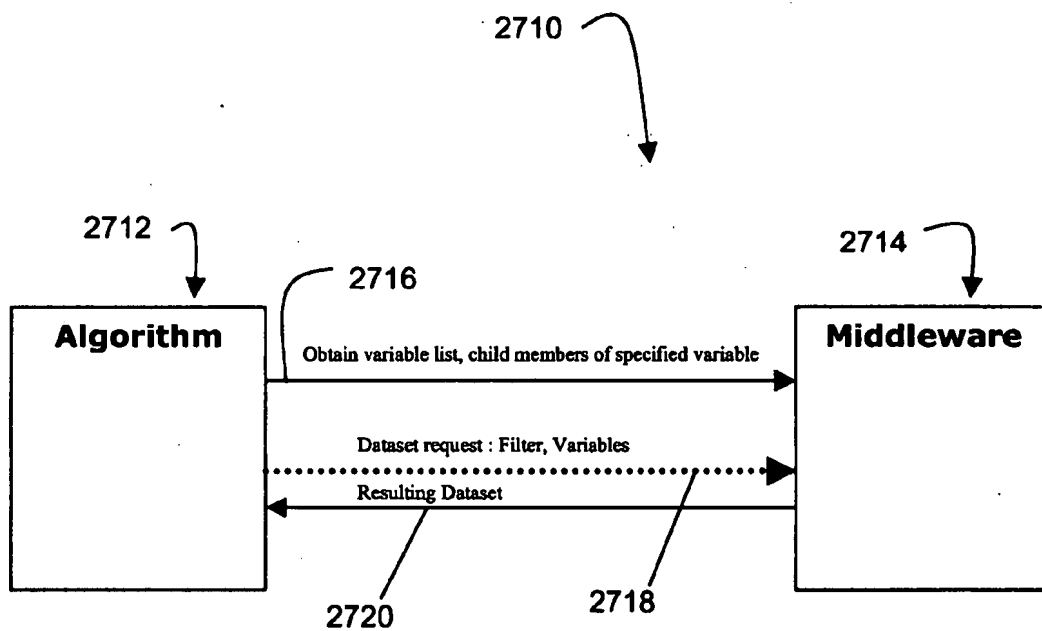
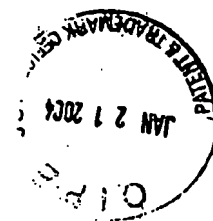


Figure 27



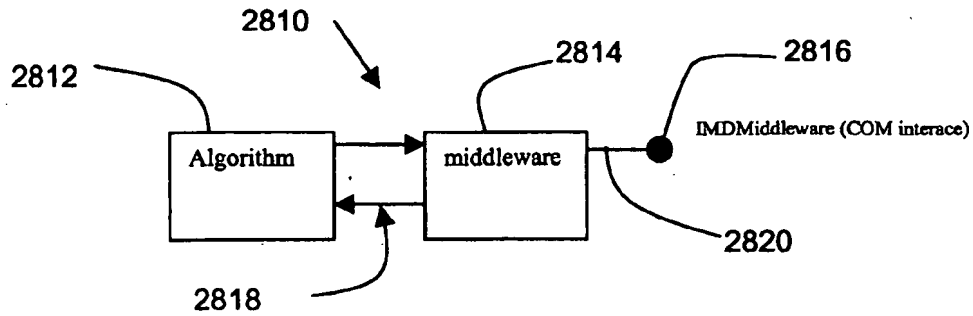


Figure 28

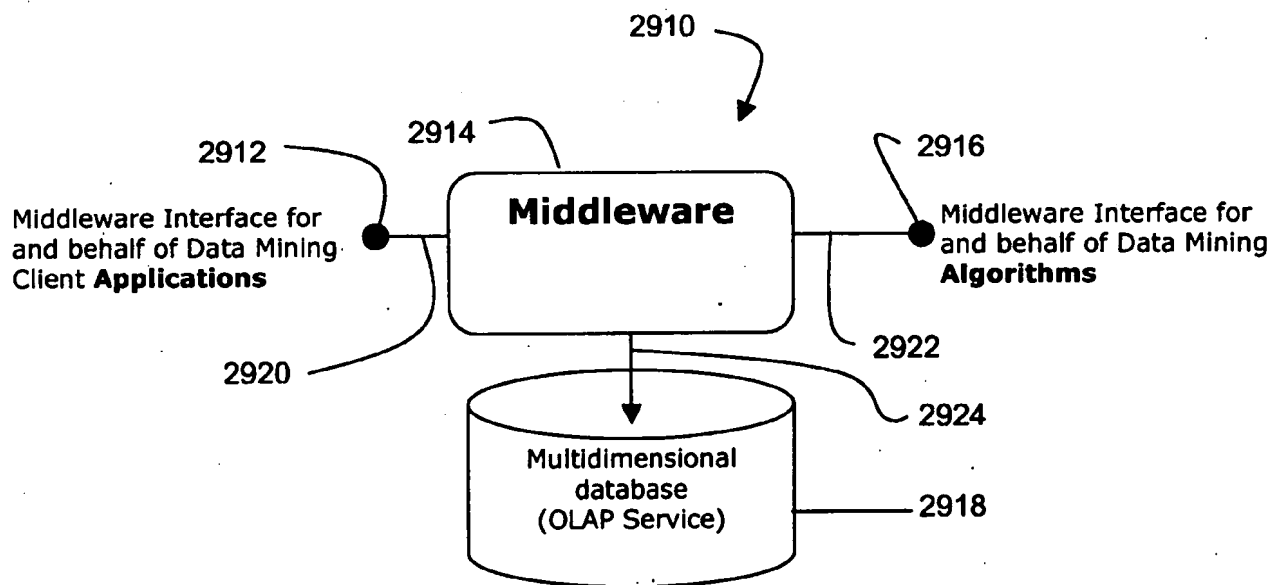


Figure 29

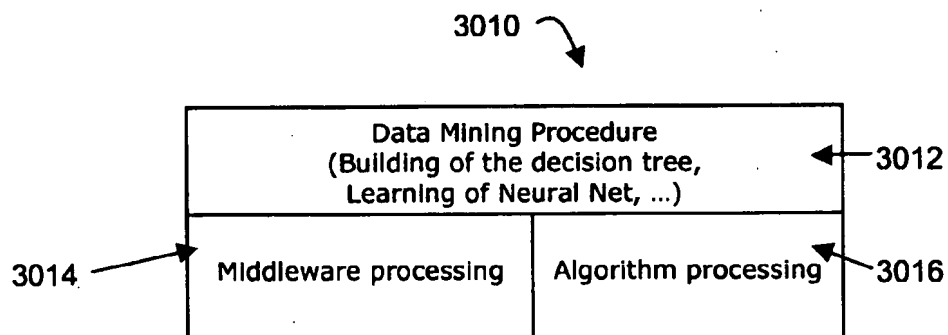


Figure 30



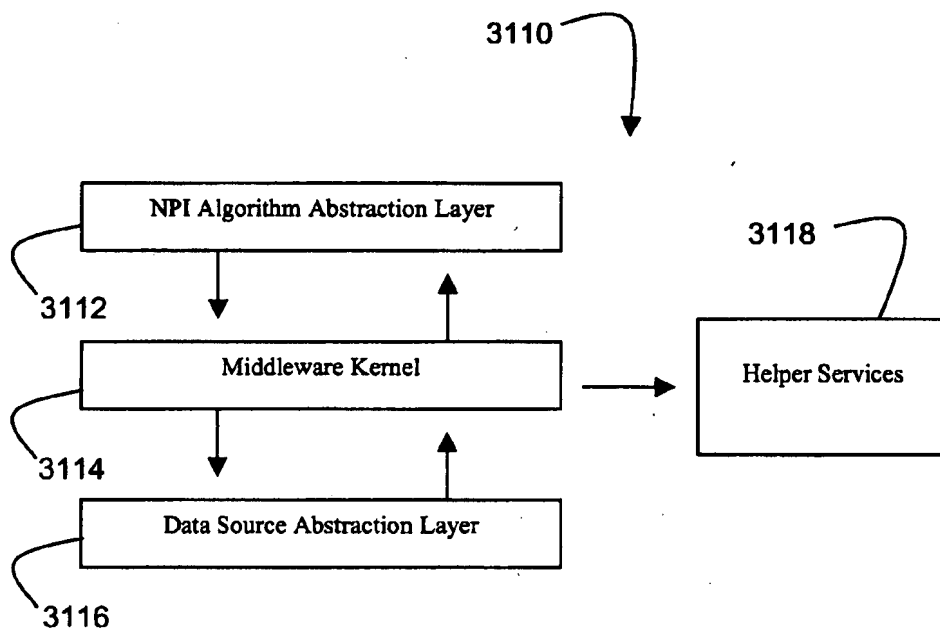


Figure 31



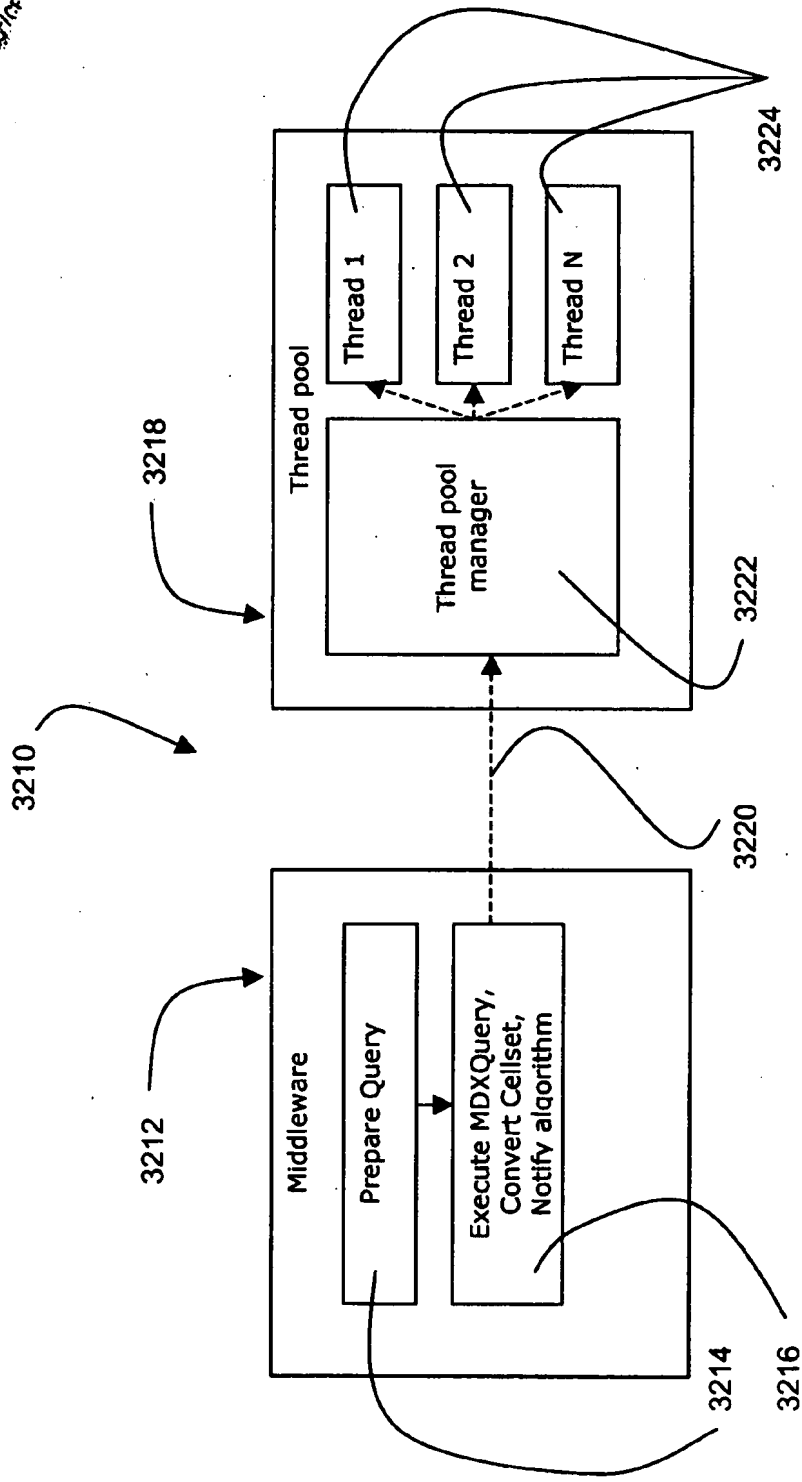


Figure 32

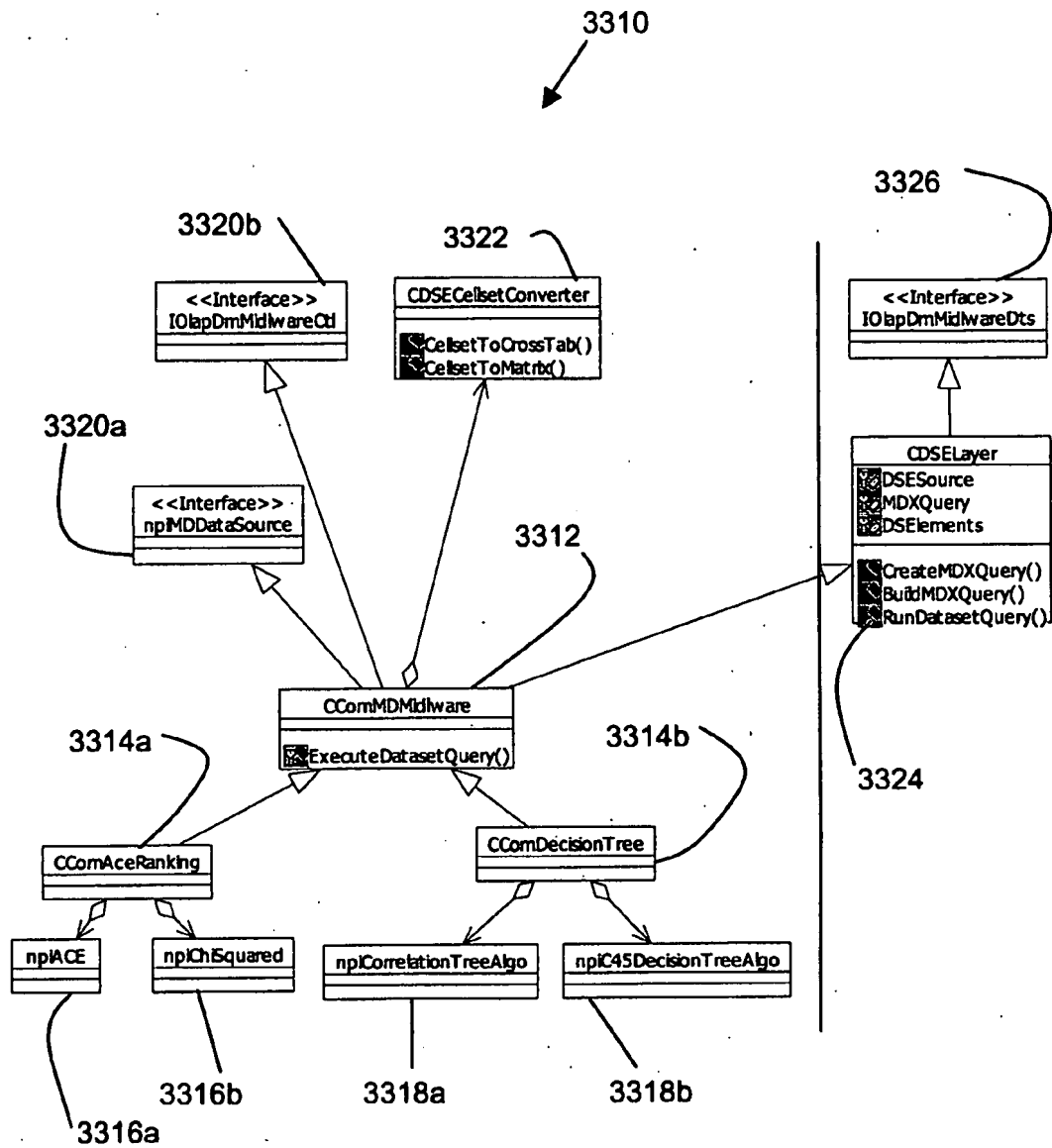


Figure 33



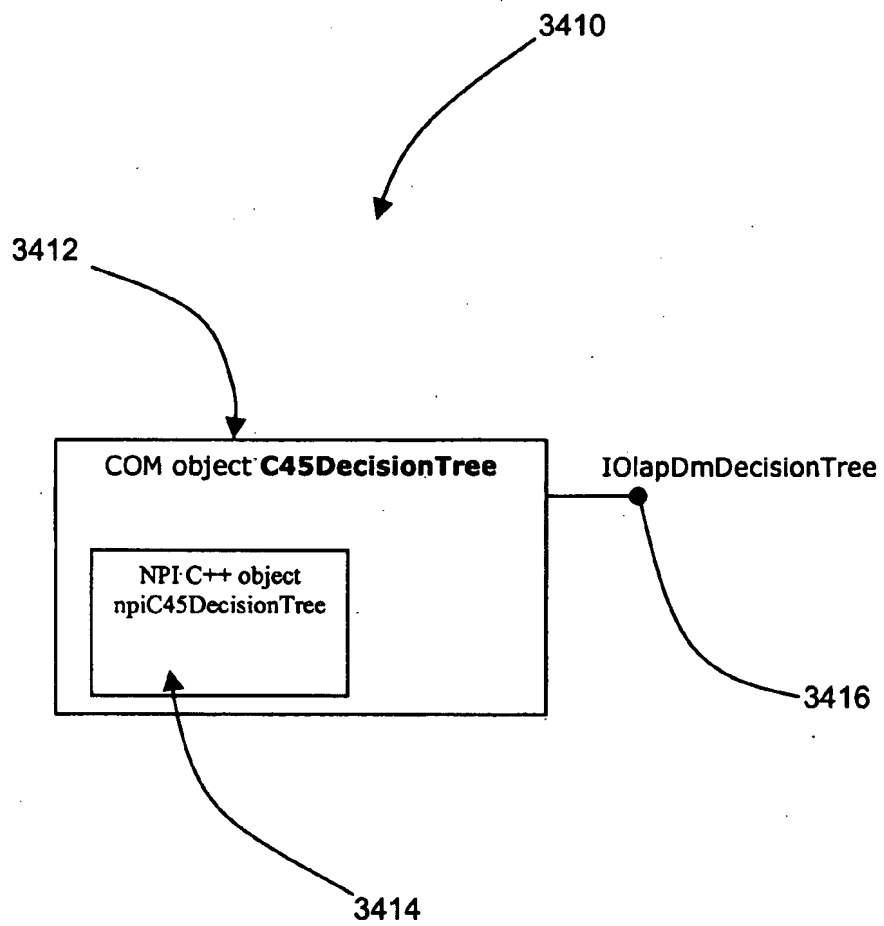
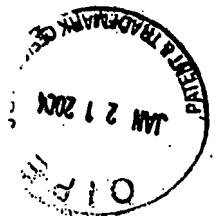
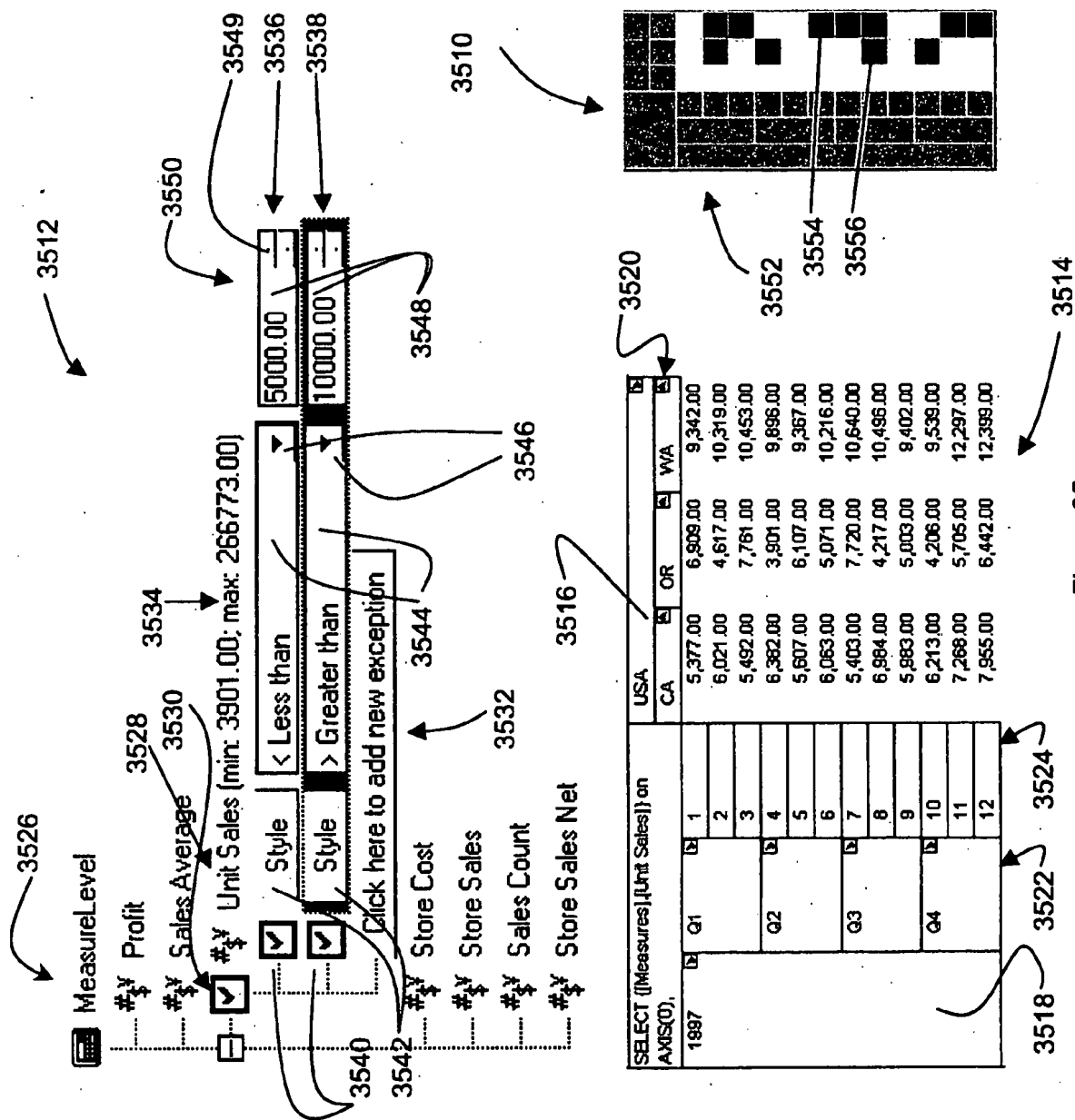


Figure 34







3610

3614

3616

3622

3624

3626

		Drink	Food	
USA	OR	Alcoholic Beverages	Snack Foods	
		Beer and Wine	Snack Foods	
		Beer	Pretzels	
		Albany		21.00
		Beaverton		10.00
		Corvallis		44.00
		Lake Oswego		16.00
		Lebanon		35.00
		Milwaukie		25.00
		Oregon City		8.00
3612	3618	Portland		11.00
		Salem		28.00
		W. Linn		16.00
		Woodburn		19.00

3620

Figure 36






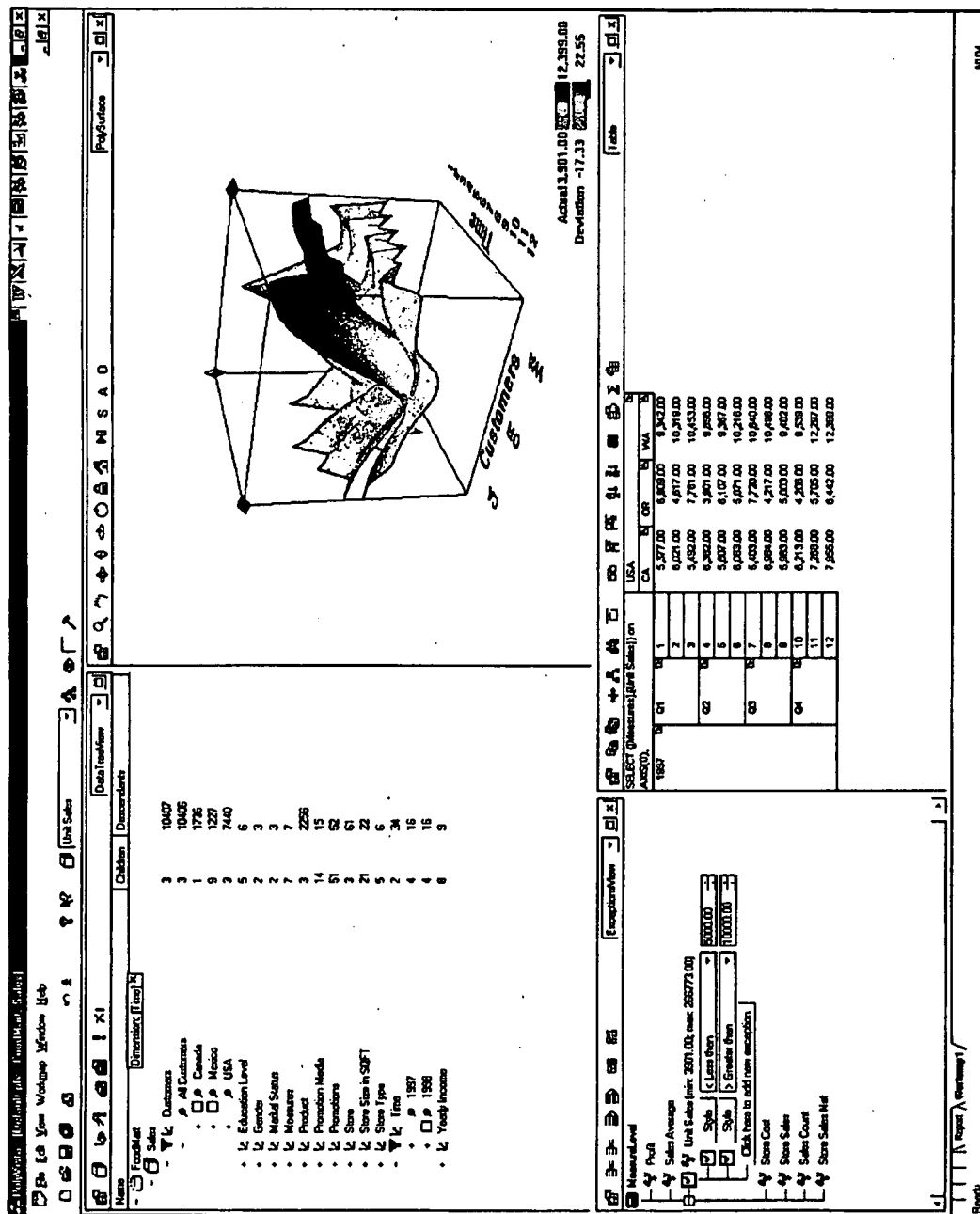
		Correlation	  
Cross-Tab Description		Score	
Products = Beer & Pretzels, Customers = OR, Education Level = Partial College, ..., Measure = Count		0.9901	

Figure 37





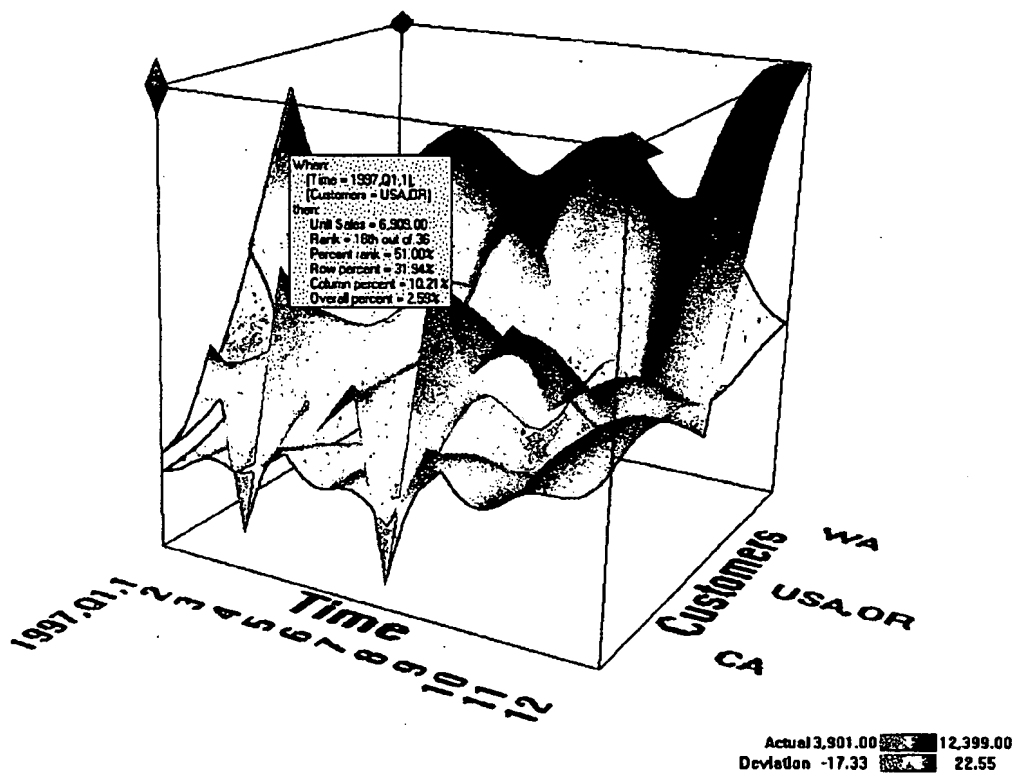


Figure 40



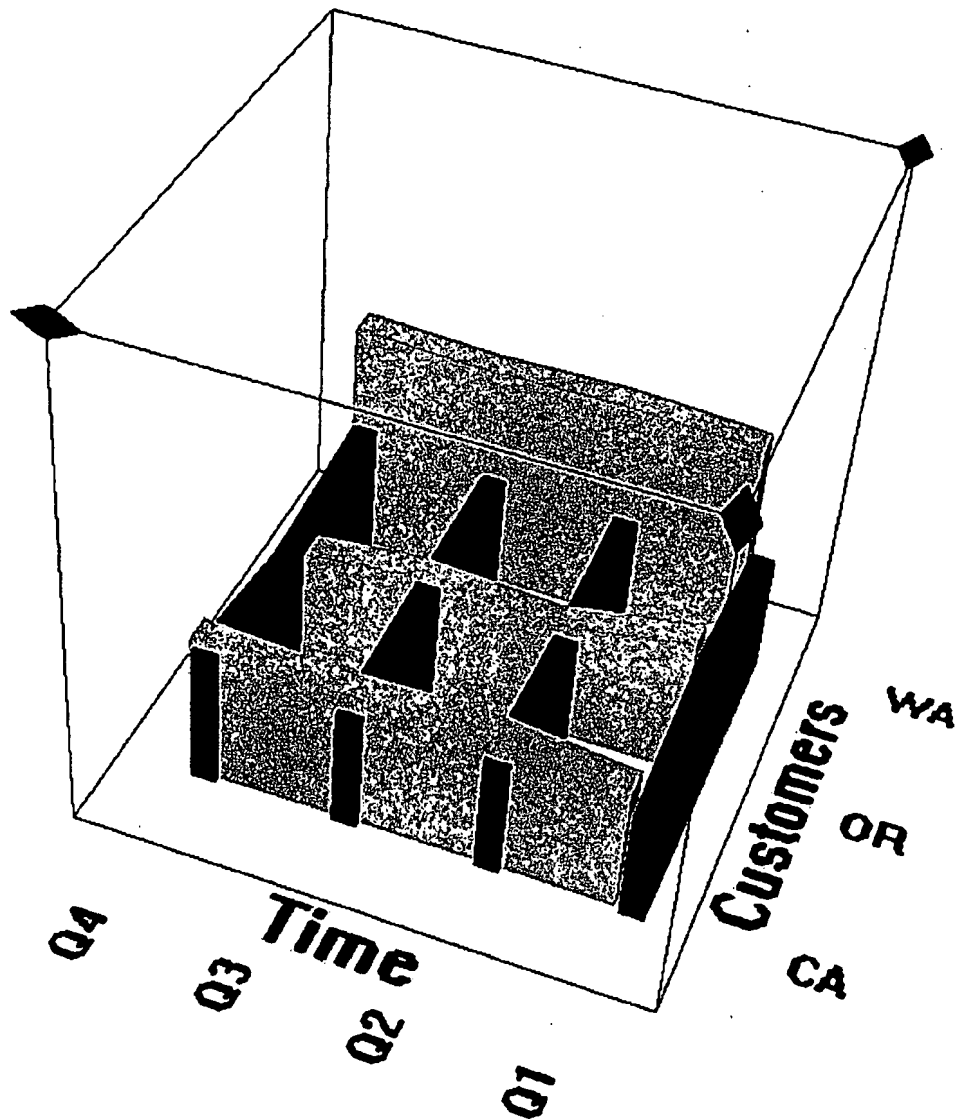


Figure 41



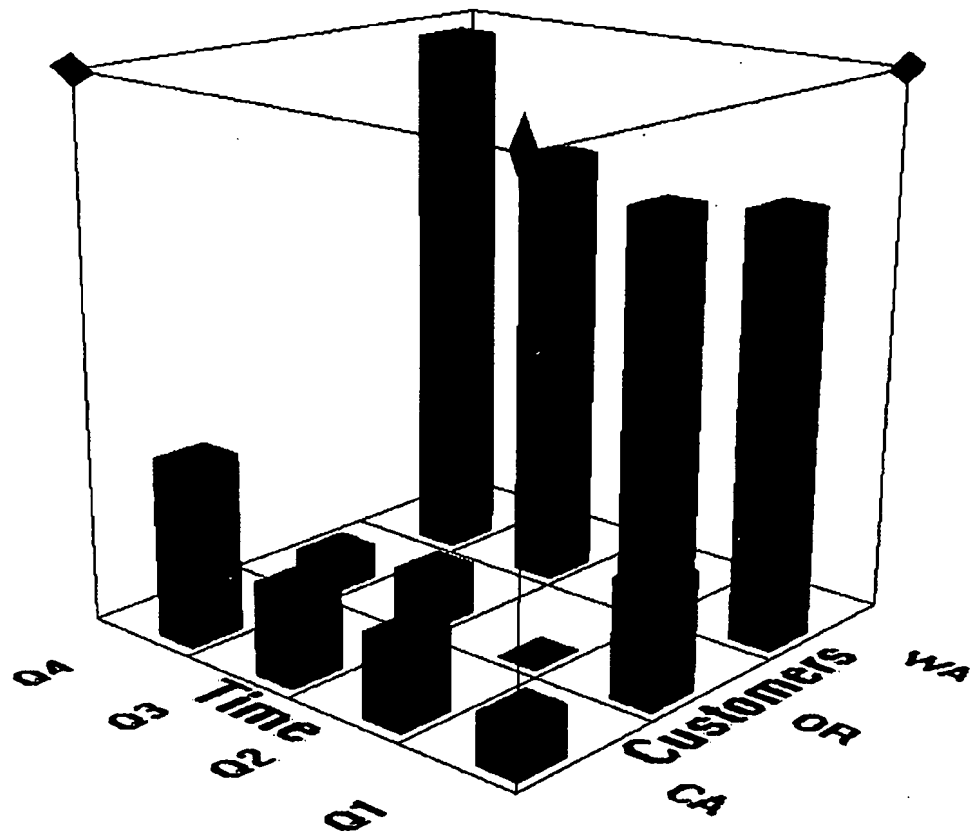


Figure 42



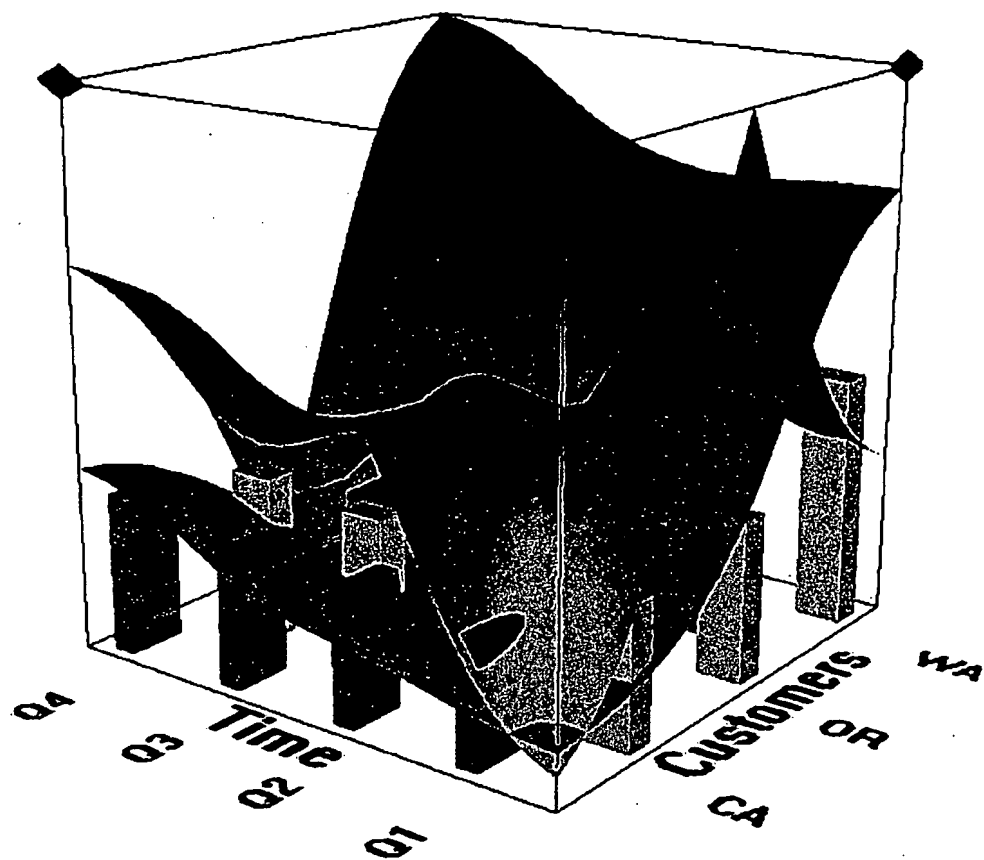
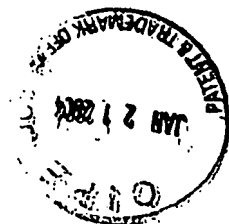


Figure 43



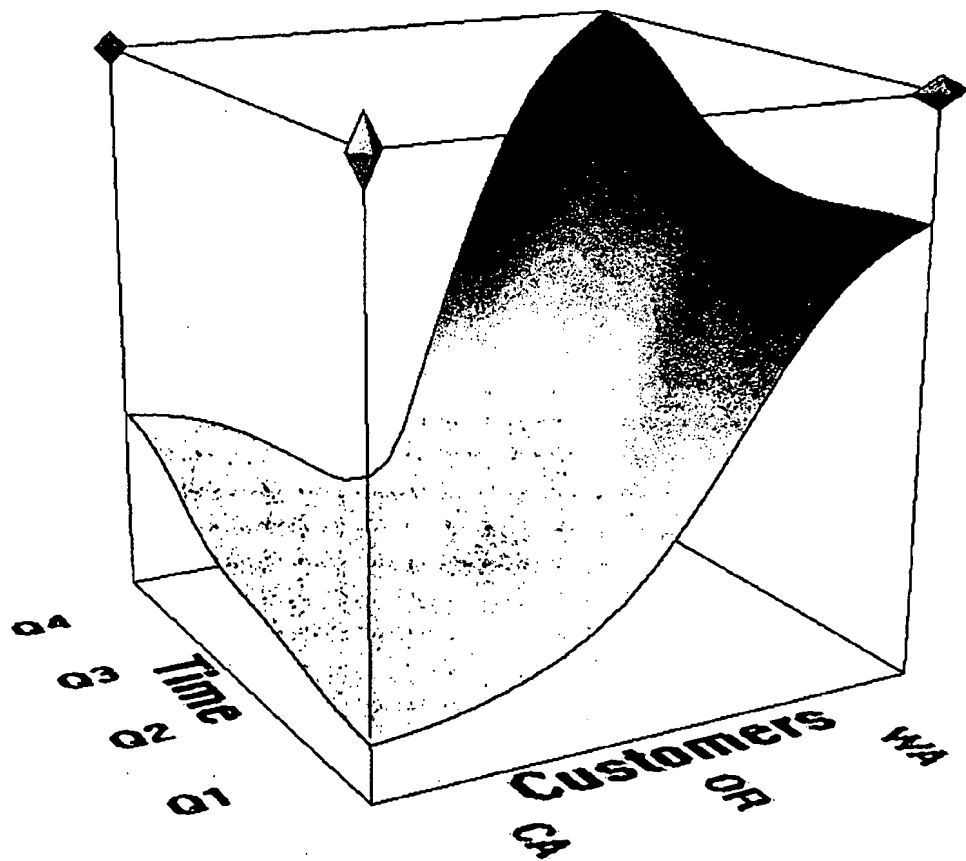


Figure 44a



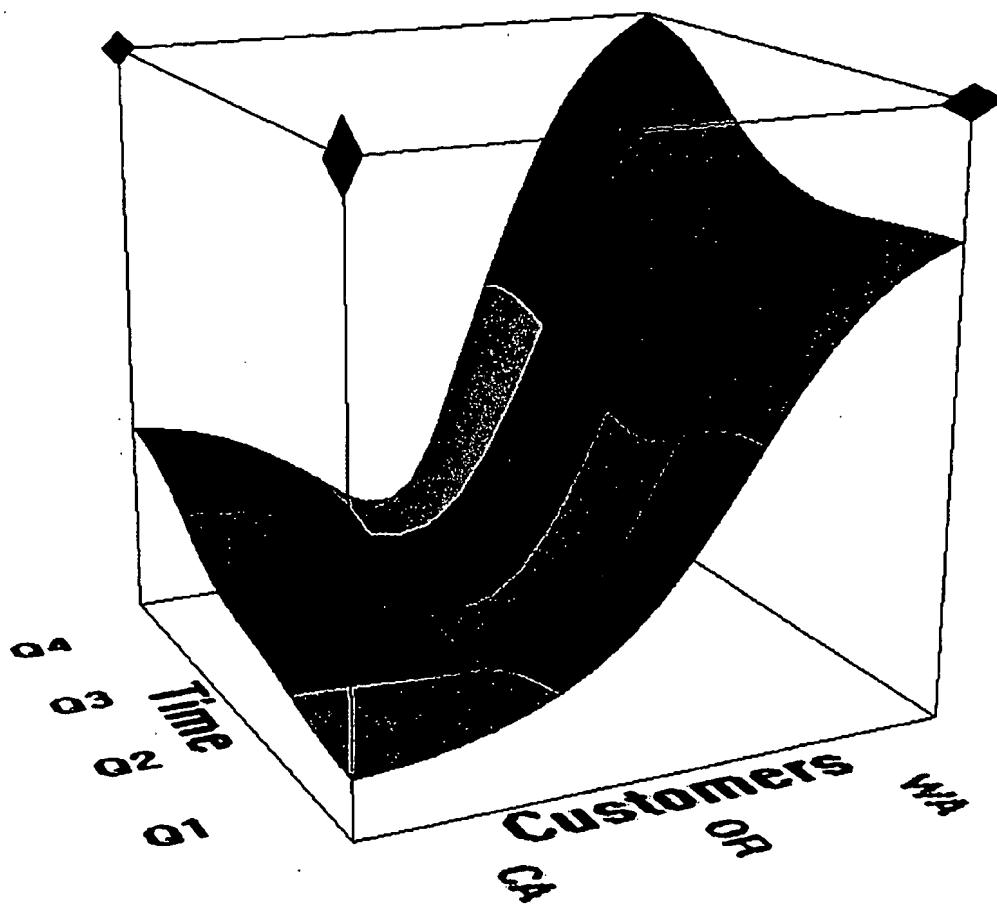


Figure 44b



